Role: Mackintosh Illuminated Digital Producer	Department: Audiences & Support
Reports to: Digital Product Manager	Pay Grade: Grade 6 - £38,967 per annum
Location: Glasgow / Edinburgh / Hybrid	Type of Contract: Full-Time, 40 Hours Per Week. Fixed-Term, 3 Year Contract.
COST CENTRE: 2301 – A&S Mackintosh Illuminated Project P240034	ACTIVITY CODE: DGZ

CONTEXT

The National Trust for Scotland is the charity that cares for, shares and speaks up for Scotland's magnificent heritage. Since 1931, we've pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. We're Scotland's largest membership organisation and we're independent from government.

Working closely with colleagues across Scotland, we protect, enhance and build the Trust's reputation, positioning our charity as a leader in protecting and sharing Scotland's natural, cultural and historic places for everyone to enjoy. By listening to our audiences and placing them at the heart of what we do, we grow support for our charity, increasing membership, inspiring visits and generating vital income through philanthropic work.

JOB PURPOSE

This is a fixed term role developing and delivering engaging digital products to support the aims of our NHLF funded Mackintosh Illuminated Project. The project will run from 2025 – 2029.

The Trust is the custodian of two of Charles Rennie Mackintosh and Margaret Macdonald's most outstanding, publicly accessible places: The Hill House and Mackintosh at the Willow. Together, these sites welcome 280,000 visitors annually, promoting the cultural legacy of Mackintosh and engaging visitors with the life and works of two of Scotland's most influential artists'. The Mackintosh Illuminated Project will bring together these two properties in a joint engagement, communications and marketing and outreach programme to spotlight the design duo, sharing, celebrating and inspiring as many as possible with their creative genius and the beauty of their creations and create the foundation for a reappraisal of how Mackintosh and Macdonald are perceived and appreciated locally and internationally.

The post-holder will lead the development of digital products to support the engagement with Charles Rennie Mackintosh and Margaret Macdonald themes online as part of the Trust's brand, marketing, communications, interpretation and audience strategies. The postholder will collaborate with stakeholders across Trust, supporting both the project's priorities and national organisational objectives.

1. Lead the development of digital products that support the Mackintosh Illuminated Project and meet the vision for "more people in Scotland and around the world to know, celebrate and be inspired by this creative genius."
2. Oversee the implementation of a user-led approach to these digital developments, aligned with the project's priority audiences. Use existing audience research, analytics tools, A/B testing, amongst other methods of gathering evidence, to support any planned development.
3. Work closely with the Trust's wider Digital Product team to ensure that the new Mackintosh Illuminated digital products are audience-focused, compatible with the existing nts.org.uk website and adhere to the Trust's technical standards and visual identity, following inclusive principles around accessibility.
4. Work with external agencies to manage Mackintosh Illuminated digital development workstreams, ensuring that we have the best resource available by preparing briefs and influencing suitable statements of work.
5. Manage stakeholders and collaborate with cross-functional teams both from the wider Mackintosh Illuminated project and across the Trust. These include areas such as curatorial, digital interpretation, learning and collections management colleagues. The post holder will need to stay on top of developments in these areas to inform digital products and content opportunities.
6. Ensure that wider marketing and comms campaigns for the Mackintosh Illuminated project are compliant with the Trust's tone of voice, brand and technical standards and aligned with its marketing and communications and interpretation strategies.
7. Facilitate collaboration with the wider Trust digital team and relevant business stakeholders, involving them as appropriate at key points during the Mackintosh Illuminated digital product development.
8. Manage the budget designated for development of the Mackintosh Illuminated digital products, ensuring it is spent efficiently and delivers maximum impact against the project goals. You will also be responsible for reporting on progress against plan to the Mackintosh Illuminated Project Team.
9. Work with the Trust's digital product team to coordinate digital resources and develop clear, sustainable plans for monitoring and optimising the Mackintosh Illuminated digital products during and after the lifetime of the project.

The current duties of this job do not require a criminal records (Disclosure Scotland) check to be carried out.

REQUIRED QUALIFICATIONS, SKILLS, EXPERIENCE & KNOWLEDGE

Qualifications

Essential
- Degree in a relevant digital discipline or equivalent practical experience

Experience

Essential

- Experience of working as part of large project teams to deliver innovative solutions that meet a project vision.
- Experience of delivering digital projects using an agile project delivery method. Including writing detailed briefs and monitoring progress towards set milestones.
- Familiar with managing agencies to deliver projects, on time and within budget, ensuring maximum impact from available resources.
- Experience of identifying different audiences, assessing their needs and responding to how they interact with digital products.
- Excellent attention to detail, with the creative flair and drive to put imaginative ideas into practice and effective verbal, written and visual communication skills
- A good understanding of user experience, accessibility and search engine optimisation (SEO)
- Capable of leading a team through the different phases of product delivery, including user research, UX, UI, content design, development and performance analysis
- Ability to manage and develop multiple digital products at the same time, utilising strong planning and organisational skills within a complex stakeholder environment.
- Demonstrable leadership of a multidisciplinary team of staff from across an organisation, contractors and agencies to deliver complex digital products, including managing integration with existing business systems
- Good knowledge of project management tools such as Jira or Basecamp.
- Setting, monitoring and reporting measurable performance objectives for digital products using Google Analytics or equivalent tools.
- Existing knowledge of or enthusiasm to learn about the history of the Glasgow Style and the life and work of Charles Rennie Mackintosh and Margaret Macdonald.
- Demonstrable understanding of the wider digital landscape and the heritage sector

DIMENSIONS AND SCOPE OF JOB

People Management
- No line management responsibility
- Close working relationship with wider Mackintosh Illuminated project team and the Trust's digital, marketing, fundraising, curatorial, community engagement and learning teams
- Work with digital agencies and external consultants as required
- Post holder will be in regular contact with a wide range of internal and external stakeholders

Tools / equipment / systems

- Microsoft Office systems including OneDrive, Teams, Excel, SharePoint. Website CMS (training provided) including the Trust's events platform and GatherContent.

Key performance indicators and targets
- Contributes to project KPIs and meets the requirements for the Mackintosh Illuminated Project set out by the NLHF.

The Purpose, Context, Key Responsibilities, and Person Specification reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

HOW TO APPLY

Interested applicants should submit a completed [Application Form](#) to the People Services Department (Applications) by email via workforus@nts.org.uk by Friday 3rd April 2026.

When submitting your Application Form, please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example, "Digital Producer - NTS"