



## Social Media Officer

Full-time and Permanent

Salary £29,888 - £32,602 per annum (pay award pending)

Plus generous benefits package

Hybrid/ flexible working

### About the role

We're looking for a creative, knowledgeable and passionate storyteller to take the lead on our social media presence at the National Galleries of Scotland. If you love creating fun content that connects, inspires and informs, and you know what it takes to grow online audiences then this could be the role for you.

As our Social Media Officer you'll create a rich mix of engaging content that appeals to our target audiences, including short-form video, live video, static images, carousels and text. You will plan, source, schedule and evaluate content across all our channels. You will also arrange and host influencer events, coordinate partnership activities and work on sector wide collaborations.

Working closely with our Communications Manager and colleagues across all departments, you'll make sure our social media voice is fresh, engaging and always on-brand. You'll monitor and evaluate engagement and growth on our channels, feeding back to colleagues and updating our social media strategy. In our small but dedicated communications team you'll be our go-to person for everything on social media, from creating campaigns promoting our exhibitions to crisis comms and everything in between. You will also ensure our content is accurate and accessible, and provide expertise on emerging trends, new channels, and best practice.

This is a role for someone who knows their way around video editing apps, understands analytics, and is confident turning big ideas into thumb-stopping content. You'll need strong experience in growing audiences organically and through paid content, an eye for detail, and a flair for visual storytelling.

### The difference you'll make

Working as part of the Marketing and Communications team you will have the sole responsibility of planning, creating and evaluating content for our social media channels. Reporting to the Communications Manager you will:

- Develop and deliver a comprehensive social media strategy that tells our stories. This will include our full audience offer, such as exhibitions, the permanent collection, events, education, conservation, research, retail and hospitality.
- Source and create interesting audience-focused content by engaging with colleagues across the organisation. Develop and manage a calendar of content across our channels, which include TikTok, Facebook, Instagram, LinkedIn and Trip Advisor.

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- Edit and produce short-form videos optimised for our social media platforms (primarily Reels and TikTok).
- Transform clips into visually engaging content with text overlays, voiceovers, captions, transitions, effects and music.
- Support on the delivery of paid for content, such as boosted posts and targeted social media ads.
- Track measurable engagement goals to include reach, interaction, sentiment, influence and click through.
- Organise regular influencer partnerships and events, collaborations with other organisations and new partnerships.
- Respond to visitor feedback across all our social media channels, including TripAdvisor.
- Maintain and safeguard our brand across all our channels, including managing issues and ad-hoc crises on social media.
- Research and stay abreast of developments in user-generated content, including emerging platforms, influencer content and new technologies.
- Advise the organisation on best practice on social channels.
- Manage scheduling tools to ensure content is effective and timely.

## **Who we are looking for**

To succeed in this role, you'll need the following range of knowledge, skills, and experience:

- A passion for storytelling through social media.
- Experience creating exciting and engaging audience-focused social media content across a range of platforms including TikTok, Instagram, Facebook, LinkedIn and TripAdvisor.
- Experience growing a social media audience using paid for and organic content.
- Strong technical skills, including editing (video, text, audio and images), working with text animations, subtitles, transitions, sound, creative writing, and proof-reading for social media.
- Experience and understanding of social media strategy, evaluation and analysis.
- Experience working with social media influencers, delivering influencer events and creating new partnerships.
- Working knowledge of content creation and publishing tools such as Canva, Capcut, Sprout Social, Facebook Creator Studio.
- Understanding of current social media trends and ability to adapt quickly when trends happen.
- Excellent time and work-schedule management and the ability to meet deadlines, while working on several tasks at any one time.
- High standard of accuracy and attention to detail in a busy working environment.
- Ability to work collaboratively, across departments and as part of a team.

## **It would also be great if you have:**

- Understanding of Scottish art and culture.
- Experience of using art and museum collection database systems.
- Knowledge of copyright requirements in the use of images online.

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## **We are National Galleries of Scotland**

Our three Edinburgh galleries are the National, Modern and Portrait. We house and look after Scotland's amazing world-class art collection – one of the finest in the world. Step inside and explore treasures from Botticelli and Titian to the very best modern art to contemporary portraits of pop culture icons. And, as you'd expect, the world's greatest collection of Scottish art, our national collection. We also have an outstanding collection of Western art from the late Middle Ages to the present day.

We're a space for thinking, dreaming, doing, and playing. Soak up the art. Meet friends in the cafés. Have a family picnic surrounded by the sculptures in the Modern grounds. Be inspired by our amazing art films. Choose your own experience. There is no one way to enjoy Scotland's national collection. We are yours to discover.

As well as displaying our art at our three Edinburgh sites, we also share it through an active programme of partnership across Scotland, the rest of the UK and abroad, as well as online.

We conserve and research our collections and we are committed to reaching the widest possible audience through our ambitious plans. Visitor numbers to our sites in Edinburgh totalled an average of 2.5m visitors a year in the years prior to the global pandemic.

### **What's important to us**

We make art work for everyone. That's our purpose and it drives everything we do. This is an exciting time for us, as we move forward with our engaging strategic vision: Art for Scotland: Inspiration for the World.

We're putting our audience at the heart of what we do. Matching Scotland's rich collection, our expertise and creativity with the needs and wants of our visitors. Finding new ways to connect with more people and create an innovative, inclusive organisation that can meet the challenges of our ever-evolving world.

We're committed to looking at how we operate as well as how we engage our audiences. We will play our part in tackling the Climate Emergency, and we're embedding Equality, Diversity, and Inclusion (EDI) in the way we work. We want everyone to feel a sense of belonging and freedom to be themselves at work or at play with us.

### **What's on offer for you**

Our colleagues will tell you great things about working here. We aim to ensure the National Galleries of Scotland is a great place to work, where our people thrive in a culture where we are trusted, empowered, and engaged to achieve our true potential. We offer a range of benefits to promote healthy working lifestyles for all our colleagues. Details specific to this role are:

#### **Salary**

£29,888 - £32,602 per annum (pay award pending). Starting salaries will normally be at the minimum rate depending on experience.

#### **Hours**

35 hours per week excluding a one-hour unpaid lunch break each day Monday to Friday. Some early evening and weekend work may be required therefore flexibility with working schedule is essential. Due to the nature of the role hybrid working will usually consist of 3 or 4 days based on site and the remainder working from home.

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We're also committed to supporting flexible working options for everyone which includes flexible working, working remotely and flexitime policies.

### Holidays

When you first join, you'll get 36.5 days holidays per year (including public and privilege holidays). After 5 years your annual leave will increase to 41.5 days.

### Where you'll be based

You will be based at Modern One, 75 Belford Road, Edinburgh, EH4 3DR where free car parking is available on site. However, you'll work across all our Galleries based in the heart of Edinburgh - the National, Portrait, and Modern (One and Two).

### Pension

We are a [Civil Service Pension](#) employer. You get to choose if you want a defined benefit or stakeholder pension. The benefits of joining the scheme include [generous employer contributions](#) to your future pension, life assurance, and options to increase your pension. If you join the alpha Civil Service pension scheme our contribution will be 28.97% for this role.

### Other benefits

Family friendly working policies, free or discounted entry to various visitor attractions, staff discount at our shops and cafés, Cycle to Work Scheme, wellbeing support and services including our Employee Assistance Programme.

**The closing date for completed applications is 12 noon on Monday, 12 May 2025.**

*Please note that the successful candidate will be subject to Basic Disclosure Scotland security clearance.*