

Role profile

Job title: Multimedia Manager

Reports to: Head of Marketing, Communications and Sales

Date prepared: October 2025

Purpose

Manage the social media team and activity including media relations and corporate messaging.

Collaborate across the Royal Zoological Society of Scotland (RZSS) to maximise audience engagement, brand visibility and commercial performance and strengthen our reputation as a global leader in conservation, science and community engagement.

Scope

- Manage social media channels for Edinburgh Zoo, Highland Wildlife Park and RZSS initiatives, including conservation, fundraising, membership, fundraising, events and experiences
- Responsible for annual expenditure of approximately £100k
- Produce high-quality, impactful multimedia content, including videography, photography and graphics, tailored to diverse platforms and audiences
- Line manage the multimedia officers
- Grow brand awareness and sentiment and support revenue growth, audience development and stakeholder engagement through engaging content across multiple platforms
- Deliver high-quality, impactful content across multiple channels including digital, social, website, newsletters, blogs and intranet
- Ensure content follows brand guidelines and accessibility standards
- Proactively manage reputational risk, protecting organisational credibility and trust
- Support RZSS communications preparedness for major incidents, including emergency protocols, training and crisis response planning
- Monitor performance, track KPIs and deliver insights to improve reach and engagement
- Deputises for the Head of Marketing, Communications and Sales during periods of absence and as required, for example. public engagement events
- Work five days out of seven, with occasional ad hoc evening and weekend duties, including providing support for the media function

Responsibilities

Strategic and Business Development

- Support the delivery of the marketing, communications and sales strategy aligned with RZSS' mission and long-term goals
- Lead on key aspects of the strategy, including reaching and engaging with new audiences
- Implement and monitor social media activity plans, ensuring performance against agreed KPIs
- Monitor market trends and competitor activity to inform innovation and growth
- Develop brand positioning to grow RZSS national and international profile
- Manage and deliver media-related policies and procedures across RZSS

Content and Campaign Delivery

- Plan, create and schedule high-quality and engaging social media activity
- Work with internal teams and external agencies to deliver integrated campaigns
- Develop creative ideas to bring stories to life across video, graphics and written content
- Ensure brand consistency and alignment across all content
- Ensure compliance with data regulations including GDPR

Engagement and Community Management

- Schedule and publish posts across multiple platforms
- Monitor and respond to social media comments and messages in line with brand guidelines
- Build positive relationships with online communities and stakeholders
- Support staff and volunteers to act as digital advocates
- Support influencer, partner and stakeholder content collaborations

Performance and Reporting

- Track and report on performance metrics against agreed KPIs
- Use insights to optimise campaigns and recommend improvements
- Monitor competitor and sector trends to inform innovation

Reputation and Risk Management

- Monitor sentiment across media channels and flag potential risks to senior colleagues
- Design and deliver crisis response and reputational management protocols and training
- Manage the social media response during incidents and emergencies

People Leadership and Stakeholder Engagement

- Inspire, develop and manage a high-performing team
- Represent RZSS at sector forums (e.g., BIAZA, ASVA, ACE, ALVA)
- Champion diversity, equity and inclusion
- Build strong relationships with internal and external stakeholders
- Deliver training and upskilling for colleagues on social media best practice

Personal Development

- Ensure compliance with RZSS's policies, procedures and guidelines, together with all relevant regulatory and statutory requirements

- Engage with the RZSS appraisal system, demonstrating commitment to our values and your continuous personal development
- Carry out other reasonable tasks in line with organisational needs

Knowledge, skills and experience

| Knowledge | Essential | Desirable |
|--|-----------|-----------|
| Educated to degree level in relevant subject or equivalent experience in media relations | √ | |
| Deep understanding of social media platforms, trends and analytics | √ | |
| Brand positioning and audience growth | √ | |
| Data regulations, including GDPR (training can be provided) | √ | |
| Full driving licence | √ | |
| Membership of a relevant professional body, e.g. Chartered Institute of Public Relations | | √ |

| Skills | Essential | Desirable |
|---|-----------|-----------|
| Excellent written and verbal communication | √ | |
| Strong content creation (copy, graphics, videography and photography) and storytelling skills | √ | |
| Social media management and audience growth | √ | |
| Customer engagement and empathetic communication | √ | |
| Reporting against key performance indicators (KPIs) | √ | |
| Videography/photography and editing (using Adobe suite or similar) | | √ |

| Experience | Essential | Desirable |
|---|-----------|-----------|
| Management in a customer-facing or visitor attraction environment | √ | |
| Managing social media channels and audience engagement | √ | |

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|--|---|---|
| Planning and delivering social media campaigns | √ | |
| Managing multiple projects and deadlines | √ | |
| Experience working with a zoo an animal, visitor attraction or charity environment | | √ |

Behavioural competencies

| Competency | Level | Essential | Desirable |
|------------------------------------|---|-----------|-----------|
| Planning and Organising | Plan and manage your own and others' work | √ | |
| Finding Solutions | Balance short term fixes and longer-term solutions across the team | √ | |
| Delivering Services and Experience | Develop a high-performance team culture | √ | |
| Understanding Others | Understand and manage the underlying factors which impact on you and the team's performance | √ | |
| Communicating | Communicate constructively to build good relations with colleagues both within the team and across RZSS | √ | |
| Embracing Change | Drive and support continuous improvements in the team. | √ | |
| Thinking Big Picture | Develop longer term plans for the team in support of RZSS strategy | √ | |

Role dimensions

Planning and Organising

- Contributes to the direction of the RZSS through input into the strategic plan and budget setting for their immediate area of responsibility
- Determines strategy, timescales and resources required to deliver on projects, partnerships and programmes of varying complexity and scale
- Responsible for the day-to-day management of a small team, establishing objectives, delegating tasks and setting deadlines

- Operates with significant autonomy while aligning with organisational priorities, with the skills and judgement to make key decisions in a timely fashion
- Develops, monitors and reports on departmental budgets and KPIs
- Monitors financial performance and ensures budget adherence

Communication and Relationships

- Builds a cohesive team which understands their role in delivering organisational goals
- Builds and maintains strong relationships with peers and senior colleagues
- Enables cross-functional collaboration to improve major incident preparedness
- Represents RZSS in sector-wide forums
- Alerts colleagues (including strategy and steering group / executive team) to sensitive or potentially damaging content posted online and take appropriate actions
- Handles confidential information professionally, advising on and adhering to embargoes and data protection guidelines

Problem Solving and Decision Making

- Makes tactical decisions on day-to-day content and engagement
- Assesses sensitive information, evaluates risks and recommends actions to protect and enhance the RZSS brand and reputation
- Supports senior colleagues in crisis response, making real-time decisions where required
- Responds effectively to emergencies, site incidents and unplanned events
- Applies critical thinking to resolve challenges and identify opportunities
- Scans the external environment to identify opportunities and risks, contributing to future planning and business resilience
- Evaluates feedback and performance data to inform improvements
- Has authority for staffing and disciplinary actions
- Accountable for actions and decisions made by themselves and junior staff

Other information

I have discussed and agreed this updated role profile with my manager

Name:

Signature:

Date:

