

Role: Social Media Apprentice	Department: Audiences & Support
Reports to: Social Media Manager	Pay Grade: Grade 1 - £27,976 per annum
Location: 50 South Gyle Crescent, Edinburgh, EH12 9LD. <i>Hybrid Working Available.</i>	Type of Contract: Fixed-Term, 18-Month Contract. Full-Time, 40 Hours Per Week.

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.

The Audiences & Support team works closely with colleagues across Scotland to 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.

Among the many properties in the Trust's care are two of the most outstanding buildings designed by Charles Rennie Mackintosh and Margaret Macdonald; The Hill House and The Mackintosh Tearooms. Together, these sites welcome over 180,000 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 brings together these two properties in a joint engagement, marketing and outreach programme to create the foundation for a reappraisal of how Mackintosh and Macdonald are perceived and appreciated locally and internationally.

Job purpose

This role, providing a Diploma in Digital Marketing at SCQF Level 7, will support and deliver social media and digital content activity for our Mackintosh Illuminated Project through existing national and property-based Trust channels.

The post-holder will bring the stories of Charles Rennie Mackintosh and Margaret Macdonald to life through engaging social media and digital content as part of the Trust's brand, marketing, communications and audience strategies. They will collaborate with stakeholders across the Trust, supporting both local priorities and national organisational objectives.

Key responsibilities and accountabilities

1. Support the Social Media Manager and Mackintosh Illuminated Communications Lead to develop, coordinate and deliver social media content in line with the Trust's social media strategy to ensure that key messages are amplified, target new and core audiences, contribute to reach and engagement targets, and help support the charity's aims.
2. Monitor, track and report on the above for internal and external evaluation of the project, maintaining an evidence log of outputs and engagement where required.
3. Build and maintain strong relationships with colleagues across the Trust to curate content to bring our stories to life through social media and other digital channels, contributing to an organised, reusable asset library.
4. Assist with the management of the Trust's national and property-based social media activity relevant to the project, including content creation, scheduling, community management support and data analysis,

working under the direction of the Social Media Manager and within agreed brand and governance standards.

5. Apply accessibility good practice across digital content (e.g. captions on video, alt text where available, clear and inclusive language) and follow required funder recognition/acknowledgement guidance where applicable.
6. Work within agreed approval and escalation processes where required, ensuring content is accurate, appropriately signed off, and aligned to Trust governance.
7. Complete the required number of units in line with the SCQF Level 7 Diploma in Digital Marketing, including:
 - Develop Skills and Competencies About Social Media Channels and Digital Platforms;
 - Promote Content Through Social Media Channels, CRM Systems and Digital Platforms;
 - Plan and Manage Social Media Collaboration Activities;
 - Manage, Evaluate and Report on Digital Marketing Campaigns;
 - Write and Create Content for Multiple Digital Platforms.

This role is funded through National Lottery Heritage Fund. All National Trust for Scotland Modern Apprenticeships are funded in line with Skills Development Scotland guidelines and funding criteria.

Required qualifications, skills, experience & knowledge

Qualifications

Essential

- Participation in the SCQF Level 7 Diploma in Digital Marketing as part of this role.
- National 5 (or equivalent) in English.

Desirable

- Full UK driving licence.

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

Experience

Essential

- A proactive approach, with strong organisation and problem-solving skills.
- Strong communication and collaboration skills, with the confidence to work with colleagues across teams.
- Experience of creating written and visual content for social media.
- Basic experience of filming and video editing for social media.
- Confidence using Microsoft 365 tools (including Teams, Outlook, Word, Excel and PowerPoint).
- Ability to manage time effectively and work to deadlines in a fast-moving environment.
- Demonstrable experience of our core values (brave, caring, curious, inclusive, vibrant).

Desirable

- Interest in Scottish history, heritage and conservation.
- Interest in Charles Rennie Mackintosh and Margaret Macdonald, or enthusiasm to learn.
- Interest in social media platform trends.
- Awareness of accessible content practices (captions, alt text, clear language) – training will be provided.

Dimensions and scope of job

People Management

- No line management responsibility
- Close working relationship with Audiences & Support, Mackintosh Illuminated project team, property teams and other Directorates
- Work with agencies and external consultants where required
- Post holder will be in regular contact with a wide range of internal and external stakeholders

Financial Management

None

Tools / equipment / systems

Training will be provided for all the below:

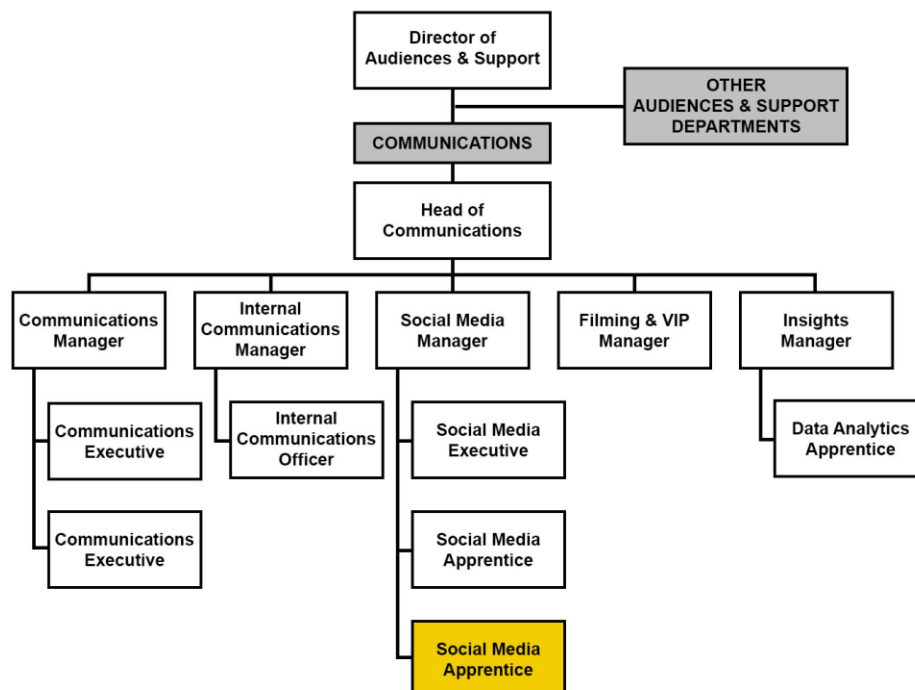
- Microsoft 365 tools
- Social media management and native platforms
- Image and video editing software

Key performance indicators and targets

- Contributes to key Audiences & Support KPIs including a range of brand metrics, as well as visitor, membership and fundraising targets
- Completion of all coursework and assignments for SCQF Level 6 Diploma in Digital Marketing

Place in organisational structure:

Audiences & Support – Communications



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 forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk by Friday 24th July 2026.

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV 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, "Social Media Apprentice - NTS"