**JOB PROFILE – HEAD OF DIGITAL**

We’re looking for an experienced, enthusiastic and talented **Head of Digital** to join our team.

Spreng Thomson works with successful and entrepreneurial businesses and organisations to ensure that their digital presence reflects their brand values and helps to deliver their objectives. The Head of Digital will play a key role in continuing to develop the Spreng Thomson digital offer and will work across our team to support our portfolio of UK and international clients.

The successful candidate will be responsible for creating and implementing innovative digital communication strategies - ensuring excellence across all digital platforms. This is a key role with many opportunities to make an impact across a diverse roster of clients and projects.

Core responsibilities

* Lead our digital communications strategy and processes.
* Supervise content production and manage client digital channels (social media and websites) including the Spreng Thomson website.
* Provide communications and PR support to clients.
* Writing including for social media, webinars, podcasts, press releases, storyboards, articles and blogs - ensuring consistent brand identity and tone of voice throughout.
* Support and drive business development activity.
* Monitor and report on the impact and efficiency of campaigns.
* Provide analysis and data to clients and the Spreng Thomson team.
* Continually develop digital skills within the Spreng Thomson team.
* Design and implement new products or services.
* Brief and manage third parties e.g. designers, production companies and web developers.
* Create, source or commission visual content such as videos, graphics, photography and images that meet Spreng Thomson and client brand requirements.
* Represent Spreng Thomson at events and facilitate workshops.

The person

You will:

* be an experienced communications professional well versed in how to create and deliver effective communication and marketing campaigns across all leading digital platforms
* have a proven track record working in-house, in consultancy or in the media
* want to be part of a hands-on, highly creative, professional and motivated team – a team that is working with organisations that are making a real impact in Scotland across the UK and beyond
* have a passion for digital and be willing to share this across the team
* bring a deep understanding of the digital landscape and enjoy creating authentic, engaging content and supporting our clients’ teams to maximise the impact of their digital PR and communications

**Skills, experience & personal attributes**

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| **Skills** |  |
| First class communicator, excellent writer and effective listener.  Excellent spelling and grammar skills.  Proficient in Microsoft Office (MS Project, Word, Excel, PowerPoint).  Solid understanding of web development to maximise existing / guide new website builds.  Expert understanding of digital platforms for businesses and brands including Twitter, Facebook, LinkedIn, Instagram and Pinterest.  Understanding of Google Analytics and native platform analytics.  Confident using scheduling platforms. | |

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| **Experience** |  |
| Excellent project management  Track record of delivering projects on time and to budget.  Experience of scoping and deploying social media and search marketing campaigns (LinkedIn, Facebook, Twitter, Facebook, Instagram, GoogleAds).  Background in maximising and responding to SEO requirements. | |

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| **Personal attributes** |  |
| Self-starter with a motivated and agile approach.  Creativity and problem solving.  Attention to detail.  Enjoy working as part of a highly experienced, ambitious and hard-working team.  Friendly, energetic and enthusiastic.  Can-do attitude and commitment to learning new skills and researching trends.  Resilient when faced with a heavy and diverse workload. | |

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| **Desirable** |  |
| Proficient in InDesign, After Effects, Premiere Pro, Photoshop, Illustrator, other Creative Suite apps.  Experience of managing a small team.  Clean driving licence. | |

**About Spreng Thomson**

Spreng Thomson is a leading communications and PR business with a proven track record of helping ambitious and entrepreneurial organisations to achieve their goals with intelligent, creative communications. We’re brand builders, crisis communicators, PR / media relations experts, digital strategists, trainers and facilitators. We’re trusted and effective partners, bringing knowledge, creativity and energy to every project. We use our skills and well-established networks to help our clients to communicate effectively with the people they want, or need, to engage with across multiple platforms. Our entire team has been working hard throughout the pandemic, supporting clients on the frontline to deliver services and products that position their brands across a range of channels. Curious to learn more? Check out our [blog and social channels.](https://linktr.ee/sprengthomson)

For information about who we are currently working with [www.sprengthomson.com](http://www.sprengthomson.com)

**Terms and conditions**

Salary: £32K

Contract: permanent; 3-month probationary period

Days & hours: 37.5 hours per week, Monday to Friday

Annual leave: 35 days, inclusive of public holidays

Pension: Spreng Thomson 4% contribution / Employee: 4%, provider NEST

Please feel free to include examples of your work / portfolio with your application.

If you’d like to hear more about the role please call Barry Crawford on 07812 403318.

The closing date and time for applications is Friday 16th April at 5pm.

Interviews are scheduled for Monday 26th April and Tuesday 27th April.

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