



Job title: Digital engagement officer

Job location: Any Care Inspectorate office

Responsible to: Communications lead

Principal working contacts

Communications lead
External communications team
Executive and senior leaders
Care Inspectorate colleagues
External stakeholders
External suppliers

Job purpose

To help implement the external communications strategy of the Care Inspectorate, ensuring that we reach, grow and engage with our various stakeholder audiences through our digital channels, which include:

- our main website (using Joomla)
- secondary microsites (using Wordpress)
- social media (Twitter, Facebook, Instagram, LinkedIn)
- Survey Monkey
- email
- subscription newsletters.

This role also supports the communications mailbox and our events and exhibitions programme.

Key responsibilities

- Develop, publish, plan, maintain and update high-quality, accurate content across all of our digital channels that is constantly improving, visually appealing and adheres to our style guidelines.
- Find, develop and innovate strategic and practical solutions that enable everyone to easily access our information.
- Produce and maintain accurate, up-to-date mailing lists to support our email activities.
- Oversee, monitor, resolve and respond rapidly to email requests in the communications mailbox.
- Support the development and production of our new suite of subscribed e-newsletters.

- Lead and co-ordinate our busy events programme, liaising with colleagues and suppliers.
- Support and contribute to communications planning.
- Produce digital analytics for activity across all our channels to measure success.
- Advise, guide, and help Care Inspectorate colleagues, where relevant and as needed.
- Work with ICT colleagues on the technical aspects of our digital channels, as needed.
- Work with relevant external suppliers and advisers.
- Design processes and protocols that ensure efficient, productive and robust work practices

Relationship management

- Ensure effective and tailored communication of the Care Inspectorate's work with its wide variety of audience groups.
- Ensure effective working protocols that are focused on customers and solutions.
- Support the culture within the team of efficiency, excellence, collaboration, improvement, flexibility and responsiveness.
- Demonstrate a commitment to the Care Inspectorate's aims, vision and values and to the Care Inspectorate's overall objective of improving care in Scotland.

Other duties

This job description is a broad picture of the post at the date of preparation. It is not an exhaustive list of all possible duties and it is recognised that jobs change and evolve over time. The post holder will be required to carry out any other duties to the equivalent level that are necessary to fulfil the purpose of the job and to respond positively to changing business needs.