



The Scottish Parliament  
Pàrlamaid na h-Alba

## Job Information

### Web and Online Officer (Reference: 611439)

To apply you should read this information about the job, [the application process](#) and complete the application form.

**The closing date for completed applications is 5pm on Friday 3 August 2018**

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### About the Parliament

The Scottish Parliamentary Corporate Body (SPCB) ensures that the Parliament has the property, staff and services it needs. The SPCB is made up of the Presiding Officer and four MSPs who are appointed by the Parliament. It makes decisions on a wide range of issues to do with running the Parliament. It also employs the staff who work for the Parliament.

Parliamentary staff are not civil servants. They are independent of the Government and provide an impartial service to MSPs of all political parties. There are many groups of staff performing a variety of tasks. These roles range from clerks who advise MSPs on detailed matters of parliamentary procedure, to security and IT staff. The Clerk/Chief Executive is the Parliament's most senior official. The Chief Executive has the ultimate responsibility for ensuring the Parliament runs smoothly and efficiently. You can find out more about the Parliament on our [website](#)

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### About the Post

This appointment is fixed term for 12 months, pensionable and based in Edinburgh. This is a full-time post. Our normal working week is 37 hours but we currently operate a wide variety of work patterns successfully balancing lifestyle choices with business requirements. All requests for part time or flexible working hours will be seriously considered.

This post is part of the Web and Social Media Team, which is part of the Research, Communications and Public Engagement Group. With overall editorial control of the Parliament's online channels, the team manages and develops digital content and is responsible for taking forward the strategy and operational plans for the website and agreed social media platforms. This includes digital marketing, monitoring, analytics and reporting, and the provision of expert advice, guidance and support to content editors throughout the organisation.

### Duties

As well as contributing to the day-to-day running and development of the Parliament's website and social media channels, you will be responsible for providing expert advice and guidance to other staff on producing high quality online content, and training and support in the best use of our systems and tools. You will also be responsible for working with other offices on the

planning, delivery and reporting on specific digital campaigns to support public engagement and raise awareness of the Parliament's work and functions.

Reporting to the Web and Online Manager, your duties will include:

- producing and posting high quality online content to our website and social media channels;
- monitoring social media activity, working with other offices to agree timely and appropriate responses;
- providing guidance, support and training to web content editors in the use of the content management system (OpenText) and drafting good web content;
- providing guidance, support and training to social media users on the best use of our channels and tools;
- taking part in projects and workstreams as required by the Web and Online Manager;
- planning, delivering and reporting on specific digital campaigns to support outreach, events and parliamentary business;
- measuring and evaluating the effectiveness of our campaigns and regular digital activity, using available analytics packages;
- Working with other offices to develop and promote high-quality digital products that meet the needs of our target audiences

## **Skills and Knowledge**

You will be an enthusiastic, highly motivated individual with substantial experience of web content editing and using social media to engage with targeted user groups, and data analysis and reporting. You will also have excellent communication skills, a flexible approach to work and the ability to work efficiently under time pressures.

You must be able to provide evidence to demonstrate the following:

### **High quality service**

- experience of creating and publishing web content using a content management system and a good understanding of best practice in writing for the web (including usability and accessibility);
- experience of developing standards and guidance.

### **Improvement, innovation and change**

- an excellent understanding of social media and proven experience of producing innovative and engaging online content in a variety of formats (such as infographics, animations, podcasts or video);
- experience of developing, managing and evaluating strategies and campaigns using social media;
- experience in data analysis and reporting.

### **Communication**

- excellent communication skills;
- experience of delivering training, and providing specialist advice and support.

## Teamwork and collaboration

- excellent team working skills;
- ability to work flexibly and responsively in a fast-paced changing environment;
- ability to work with colleagues on projects including the development and implementation of integrated communications plans.

## Parliamentary and political awareness

- good parliamentary and political awareness;
- an understanding of how this would need to be applied when planning and delivering products and services.

Use section 5 of the application form to provide evidence of these qualities.

## Salary

If you are successful, you will normally be offered a starting salary at the minimum of the applicable grade range shown below.

Minimum	Year 1	Year 2 (Max)
£26,395	£29,241	£32,724

You will progress at the rate of one scale point per year provided you are performing your duties to the required standard. Your progression date will be the anniversary of taking up the appointment in the grade. You will be paid monthly in arrears by Bank Credit Transfer directly into your bank or building society account on the last banking day of the month.

## Interviews

Interviews will take place on 27 August and will normally last 40 to 50 minutes. The interview will include a short written exercise and presentation.

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## Other Information

### Hours

The way the Parliament works means that different groups of staff work varying hours and patterns. You may have to work longer hours when Parliament is sitting and reduced hours during recess periods. For this reason we have very progressive flexible working hours (FWH) arrangements. You will be required to work within these arrangements.

Notwithstanding your individual working pattern, if you are employed on a full time basis, you will be contracted to work 1,623.6 hours per year. This is the equivalent to a 37 hour week, excluding breaks, annual leave and public and privilege holidays. If you work on a part-time basis, you will be required to work the number of hours specified in your appointment letter.

Bandwidths are the hours within which staff may work and accrue time under the FWH arrangements. The bandwidth is from 7:00am to 8:00pm for all work areas and from 7:00am to 10:00pm for Sub Editors, the Deputy Editor and the Editor in the Official Report.

### Annual Leave

Your annual leave allowance will be 30 days. Our annual leave year runs from 1 September to 31 August. If you take up your appointment during the course of the leave year, your annual leave allowance will be proportional.

In addition, you will also receive 11½ days public and privilege holidays. They are normally taken at fixed times of the year. If you are required to work on a public or privilege holiday overtime arrangements will apply.

If you work on a part-time basis, your annual leave and public and privilege holiday entitlement will be pro-rated.

As with working hours, there may be restrictions on annual leave when Parliament is sitting. In any event you may not take annual leave unless it has been agreed, normally in advance, with your line manager.

## **Pension**

Unless you choose otherwise we offer the opportunity to join the Civil Service pension arrangements, which include a valuable range of benefits. We will make substantial employer contributions towards your Civil Service pension. More information can be found on the Civil Service Pensions website at [www.civilservice.gov.uk/pensions](http://www.civilservice.gov.uk/pensions)

## **Age**

The SPCB does not operate a retirement age policy. This means that there is no upper age limit beyond which you would be automatically retired and you are free to continue in employment for as long as you wish subject to the normal rules concerning [Performance](#), [Attendance](#) and [Conduct](#).

## **Travelling and Other Expenses**

We pay travelling and other expenses if you incur them whilst on official duty. However, we will not reimburse the cost of normal daily travel between home and office.

## **Probation**

You will be on probation for six months. Confirmation of your appointment is dependent on the satisfactory completion of this probation period, taking into account your job performance, conduct and attendance.

## **Outside and Political Activities**

As an employee of the SPCB, you may not take part in any activity that would in any way conflict with the interests of the Parliament or be inconsistent with your duties and responsibilities.

You may not take part in national political activities, although you may seek permission to take part in local political activities. If permission is granted, it will be subject to the observance of general rules relating to possible conflicts between your official responsibilities and your political activities.

## **Health and Safety**

The SPCB is committed to promoting health and safety as a priority issue. Its aim is to take appropriate and reasonable steps to ensure that it conducts its business in such a way that employees and other people who may be affected by its work are not exposed to risks to their health and safety.

## **General Data Protection Regulation**

For further details on how we will process your personal data please refer to the [HR Workers Privacy Notice and SPCB Recruitment Privacy Notice](#).

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## **The Application and Selection Process**

Our recruitment policy is based on the principle of fair and open competition and selection on merit. Each application is assessed in the same way, against the same, agreed criteria for the vacancy in question.

### **Short-listing**

Each application is given a score and a final short-list is agreed by the selection panel. The applicants that receive the highest scores will be invited to interview (with the exception of candidates who apply under the Disability Symbol Scheme who may be invited if they receive the minimum acceptable score

### **Will you pay interview or assessment expenses?**

Unless we have stated otherwise in the advert, we do not reimburse travel or other expenses you incur in attending an interview or assessment with us. We are happy to explore alternative arrangements if this causes you difficulty.

### **Progress of Vacancies**

[Keep track of what stage we are at with vacancies on our website](#)

### **Disability**

We guarantee to interview any disabled applicants who meet the essential requirements for the job they've applied for. The essential requirements for this job are described under the section "Skills, Knowledge and Experience Required". This means that if you meet any qualification or experience criteria that we have set, and are assessed as providing "acceptable" evidence of the skills and qualities asked for we will automatically invite you to interview. If you have a disability and would like to talk to us about any aspects of this job please get in touch using the phone numbers or addresses listed above.

### **Referees**

Please do not send references or testimonials with your form. If you are successful, we will approach previous and/or current employers for a reference. We can only make a formal offer of employment once we have received these references. If you have no employment history we may approach any school, college or university you have attended.

### **Health Assessment and Security Clearance**

If you are successful at interview you will be asked to complete a health assessment form. If necessary we may ask you to attend a medical assessment. Assessments are carried out by our occupational health supplier in the Parliament building. The reason why we carry out a health assessment is to make sure that the job you have applied for is suitable for you. It is also to find out if we need to carry out any adjustments to help you do the job.

Security clearance is required for this post. If you are successful we will ask you to complete a security questionnaire. This form will explain our security vetting policy. We can only make a formal offer of employment once the security clearance process is complete.

## **Suggestions**

We want all applicants to feel that they have been treated fairly, even if they are not appointed. If you have any comments or suggestions about the way in which this recruitment campaign has been handled, we would really like to hear from you.

## **Email Applications**

On-screen applications should be e-mailed to: [jobs@parliament.scot](mailto:jobs@parliament.scot). All e-mails are automatically acknowledged. Please note that evidence of sending an e-mail does not automatically mean that we have received it.

**If you do not receive our automatic response within 2 working days of submitting your application by email, please contact us immediately.**

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## **Visa and Work Permits**

There are no nationality restrictions on who the SPCB employs. You must however check whether there are any restrictions on your stay or your freedom to take or change employment in the United Kingdom before you apply for a post. If you are successful at interview we will carry make a complete enquiry into your eligibility to work in the United Kingdom.

**Please note that this document is provided for information only and does not form part of the SPCB's terms and conditions of employment.**

## **Equal Opportunities**

**The Scottish Parliamentary Corporate Body is committed to promoting equality of opportunity and treatment and to eliminating unfair discrimination in its employment practices. It will seek to ensure that all job applicants and staff are treated fairly, with respect and without bias. No job applicant or employee will receive less favourable treatment than others because of her or his: gender; gender identity; sexual orientation, marital or family status; racial group (includes colour, race, nationality, national or ethnic origin), religion, religious belief, or a similar philosophical belief (or lack of any of these); disability (unless such treatment is objectively justified); age (subject to retirement practice age); part-time or fixed-term contract status (unless such treatment is objectively justified); and trade union membership status/activities.**