

Digital Communications Lead

The Role

This is your chance to help people with spina bifida and hydrocephalus feel unstoppable.

As Digital Communications Lead at Spina Bifida Hydrocephalus Scotland you will be coordinating our work to connect with our audiences and managing our digital marketing channels.

Your work will bring out the joy in doing good among our supporters and inspire people living with our conditions.

This is an exciting time to be joining the charity with a new five-year strategy, entering its second year, setting out ambitious plans to grow the charity's impact and income.

We are looking for a creative thinker, with a proven track record in building movements and recruiting supporters using digital marketing and storytelling.

Working closely with the services team and fundraising team you will be creating compelling content. The role will be to tell the stories of the incredible people we help to support through a variety of digital communications.

What Spina Bifida Hydrocephalus Scotland can offer you

Flexibility – We offer flexible working, including the opportunity to work from home or around caring responsibilities.

An opportunity to express yourself – Our team values teamwork, learning and continuous improvement. SBH Scotland staff gave a median score of 8 out of 10 for feeling supported to take risks with new ideas.

We also offer: Workplace pension scheme; death in service benefit; paid Carers Leave; 30 days annual leave entitlement and 4 days Public Holidays; an additional day off for your birthday and wellbeing days.

We welcome applications from disabled people and those with lived experience of disability or caring responsibilities. SBH Scotland is a Disability Confident employer.

Reporting to: Head of Fundraising and Communications

Place of Work: Hybrid office/home-working model with base being the Dan Young Building, Dullatur G68 0LS. Occasional travel within Scotland to accommodate needs of the team.

Working Hours: 28 hours per week, with working pattern to be agreed. Core working hours are normally between 9.00am and 4.30pm, Monday to Friday.
Flexibility around working pattern.

**Salary: £22,820 salary based on 28hrs a week
(£28,525 pro rata, based on a 35-hour full-time equivalent)**

Closing date: Thursday 17th September 2026

Proposed interview date: Thursday 26th September 2026

Key Responsibilities

To be as unstoppable as the people we support.

- To devise and deliver creative digital marketing and communications plans.
- A proactive and enthusiastic ambassador for the cause, building networks of stakeholders in the digital and media sectors.
- Be committed to delivering exceptional donor/supporter and service user stewardship.
- To “pitch-in” when colleagues need support.

To be innovative and creative in your role.

- Planning, implementing, and monitoring digital marketing campaigns across all digital platforms.
- Plan and Manage all Social Media Platforms (Facebook, Instagram, YouTube, LinkedIn).
- Develop engaging digital content, including video.
- Develop storytelling approach across digital platforms and other means of advertising.
- To generate creative and impactful marketing campaigns.
- To always strive for value for money.
- To know how or be willing to learn how to use AI to support your strategic objectives.
- Lead on the development of the charity’s new website and regularly maintain the website.

A commitment to continuous learning and improvement.

- To continuously assess performance of digital marketing campaigns, using Meta, Google Analytics and Mailchimp analytics, and enact plans to address any areas for improvement.
- To use data to learn and adapt campaigns and tailor communications to different audiences.
- To liaise and learn about Services and Fundraising, to ensure our messaging is emotive and authentic.

Person Specification – Digital Communications Lead

	Essential	Desirable
Qualifications/ Experience	• Proven experience in communications and digital marketing. • Experience with social media management and content creation. • SEO, SEM, and PPC campaigns. • Experience in devising and executing successful communications and marketing campaigns. • Experience in motivating people to achieve objectives.	• Experience in supporting a fundraising team with communications activity – producing content for appeals, supporter stewardship activity.
Knowledge and Skills	• Strong understanding of digital marketing strategies and tools. • Experience in using marketing software (e.g., Google Analytics, Mailchimp). • Excellent written and verbal communication skills. • Experience with SEO and understanding of web development. • Strong analytical and problem-solving skills. • Ability to identify opportunities and generate ideas. • Skilled negotiator and relationship builder.	• Knowledge of graphic design software, such as Canva. • Knowledge of video editing software. • Experience of updating a website.
Personal Qualities	• Creative and innovative thinker. • Ability to work under pressure and meet deadlines. • Understanding and compassion. • Strong networking skills.	
Circumstances	• Able to work flexibly outside of normal working hours. • Access to a car for business use and a current clean driving licence.	