

Digital Media Specialist

The role of a **Digital Media Specialist** involves the following activities, often working independently but supported and guided by a member of staff.

Key tasks:

- Create engaging content and schedule posts on our social media channels ([Facebook](#) and Twitter) to promote events and themed campaigns (eg [Flyspotting](#), [Business Charter members](#))
- Upload events to [Facebook](#) and our websites (eg [Zero Waste Leith website](#))
- Load and update content on our [website](#)
- Reply to queries on social media and email, and share with staff where appropriate
- Work with staff to develop engaging communication plans and tactics to attract more social media followers, target different audiences and fashion more engaged citizens
- Monitor the number of followers and analytics data, and continually review the success of different types of social media and web content
- Manage Zero Waste Leith business charter [members-only Facebook group](#)
- Liaise with staff to draft and upload content for householder and business [newsletters](#)
- Draft regular [blogs](#) which provide helpful information for householders
- Research, and support design of, online and printed resources such as [posters](#), fliers and guides

Key skills:

- IT literate with experience of creating engaging social media and web content
- Experience of creating, updating and managing webpages
- Ability to work with minimal supervision
- Excellent written communication skills
- Ability to work within corporate brand and communications guidelines
- Passion for the circular economy and helping people to reduce waste
- Great organisational skills


Time commitment:

Flexible. Minimum 2 hours / week

Where: Office and home based

When: Weekdays, office hours and evenings.

[Click here](#) if you're interested in joining the team as a **Digital Media Specialist**.



What is Zero Waste Leith

Zero Waste Leith is about cleaner, greener streets and helping to create a community we can all be proud of. The kind of community we all want to live in.

The pioneering project is community-led and run by [Changeworks](#). We work with local partners and our team of volunteers to support residents, community groups, schools and businesses in Leith.

Zero Waste Leith is already on the go! With your help we are building on activities to help reduce litter, flytipping and food waste, and inspire more people to get recycling.

Let's work together to turn over a new leaf. Or should we say, a new Leith! We are here to help people across Leith do our bit so we can all enjoy clean, vibrant streets and community spaces.