



Job Advertisement: Digital Engagement Officer.

Job Title: Digital Engagement Officer

Duration: Fixed Term (December 2024 – March 2025)

Working Hours: 25 hours, £15 per hour, (working days will be varied to suit the project needs).

Location: Glasgow, Scotland

Reports to: Entrepreneurs Hub Manager.

Application Deadline: 24/11/2024

About Together Reaching Higher (TRH)

Together Reaching Higher (TRH) is dedicated to empowering diverse individuals and communities by fostering skill development, entrepreneurship, and social inclusion. Our latest initiative, the **Entrepreneurial Empowerment Pathways Hub**, aims to support ethnic minorities in overcoming barriers to entrepreneurship and building sustainable business or social enterprises.

TRH-VISION:

Create successful and inclusive communities that have the opportunities to reach their full potential.

TRH-Values

- Leadership
- Diversity
- Confidence
- Financial independence

TRH-Mission

- Empower individuals, families, and marginalised groups.
- Implement innovative projects and initiatives.
- Promote well-being, education, social integration, and economic empowerment.

About the Role:

The Digital Engagement Officer will oversee TRH's digital presence, ensuring that our projects reach a wider audience. Also you will work closely with the team to enhance community engagement, support entrepreneurs in using social media for business growth, and manage TRH's online platforms.

Key Responsibilities:

Digital Strategy and Content Management:

- Design and implement a comprehensive digital engagement strategy to enhance community awareness and participation in the Hub's entrepreneurial programs.
- Develop and implement a cohesive digital strategy that supports all TRH projects, including the Entrepreneurial Empowerment Pathways Hub.
- Create, schedule, and manage engaging content for TRH's website, social media, and other digital platforms to increase visibility and engagement.
- Collaborate with project leads to ensure the digital promotion of events, workshops, and initiatives across all TRH sectors mainly the Entrepreneurial Empowerment Pathways Hub.
- Highlight success stories, testimonials, and milestones from participants across TRH projects to inspire and attract audiences.
- Use data analytics to evaluate the effectiveness of digital campaigns and adjust strategies as needed.
- Develop and manage engaging, culturally relevant content, including posts, videos, blogs, and newsletters, to attract and retain a diverse audience.

Entrepreneur Support and Training:

- Provide one-to-one training to entrepreneurs, teaching them how to use social media platforms and other digital tools to establish and grow their businesses.
- Offer tailored advice to entrepreneurs on creating effective digital marketing strategies, including branding, audience targeting, and content creation.
- Support the delivery of virtual workshops and webinars to equip participants with essential digital skills for business.
- Provide participants with guidance on using digital tools for their entrepreneurial ventures, such as e-commerce platforms and social media marketing.

Community Engagement:

- Work with the TRH team to enhance community engagement in all projects through digital outreach.
- Develop innovative strategies to engage hard-to-reach communities online, ensuring inclusivity and accessibility.
- Actively interact with online audiences, responding to inquiries and fostering a sense of community through digital platforms.
- Work with the team to identify and implement innovative digital outreach strategies to reach underrepresented ethnic minority communities.

Collaboration and Networking:

- Collaborate with the team to actively engage ethnic minority communities and ensure the Hub's resources are accessible to all.
- Partner with TRH project leads to align digital efforts with offline activities and community events.
- Build relationships with community organisations and influencers to amplify TRH's online reach and visibility.
- Work closely with other team members to align digital activities with offline engagement efforts.

Monitoring and Evaluation:

- Track and analyse digital engagement metrics to evaluate the effectiveness of online campaigns and activities.
 - Collect feedback from participants to refine digital strategies and ensure continuous improvement.
 - Contribute to reports showcasing the impact of TRH's digital initiatives across all projects.
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Essential Qualifications and Skills:

Education and Experience:

- Degree or equivalent experience in Digital Marketing, Communications, IT, or a related field.
- Proven experience in managing digital campaigns, creating content, and using analytics tools to measure success.
- Experience working with entrepreneurs, particularly in supporting them at all stages of their business journey, from early setup to advanced growth.
- Familiarity with using digital tools to mentor individuals one-on-one and support pilot studies for entrepreneurial ventures.

Technical Skills:

- Proficiency in social media management tools, content management systems (WordPress), and basic graphic design (e.g., Canva, Adobe Suite).
- Strong knowledge of SEO, Google Analytics, and digital advertising platforms.
- Ability to train individuals in the effective use of social media and digital tools for business purposes.

Soft Skills:

- Excellent communication and interpersonal skills, with the ability to engage diverse audiences.
 - Creative thinker with problem-solving abilities and attention to detail.
 - Strong organisational and time-management skills to handle multiple projects simultaneously.
 - Highly organised and self-motivated with excellent time management skills.
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What We Offer:

- The opportunity to work on diverse and impactful projects that empower individuals and communities.
- A supportive and collaborative team environment.
- Opportunities for professional development and growth.
- The chance to make a tangible difference by fostering community engagement and entrepreneurial success.

- This role offers an opportunity to create meaningful, sustainable change while empowering communities and individuals to realise their entrepreneurial potential.

Join **Together Reaching Higher** and be part of a transformative movement in Scotland!

How to Apply

To apply, please send your CV and a cover letter detailing your suitability for the role to TRH.cic@gmail.com by 24/11/2024 Please include "Digital Engagement Officer Application" in the subject line.

Interviews: Shortlisted candidates will be invited for an interview on 25 & 26/11/2024.

Join us in empowering communities and creating lasting change!