



**Funded by
UK Government**

JOB OPPORTUNITY – DIGITAL EXPERT

Organisation: **Ionad Hiort (St Kilda Centre)**

Location: **Flexible**

Duration: **To end of 2025**

Rate: **Flexible**

Ionad Hiort (The St Kilda Centre) is not for profit charity aiming to construct an iconic Visitor Centre dedicated to St Kilda, a dual UNESCO World Heritage Site. We seek to appoint a Digital Expert to undertake a number of skilled tasks (more fully detailed below) to support our work by enhancing website, social media, email, developing an engagement strategy and creating user support materials.

*Applicants should provide a CV and a short covering letter by **25th September***

***2025** to iaibuchanan@ionadhiort.org which summarises your experience and skills and outlines why you would be a good fit for the role to:*

Hours: TBC

1. (Re-)establish / enhance website
2. Sign up for a mail server management tool
3. Select other comms channels to use.
4. Develop an engagement strategy for each of the tools above – website, social media and so on
5. Consolidate and cleanse collective project contacts and add to communications tools.
6. Develop a Publishing Plan (a diary for a defined future period of what content will be published on what channel and on what date).
7. Develop targets and metrics for monitoring.
8. Develop a list of Facets for the charity and prioritise them
9. Identify Follower Pools, Influencers and Communicators for each of the top 5 facets identified
10. Become active in each pool, sharing, following etc, as appropriate and begin engagement with influencers to build relationships

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