



Mountaineering Scotland
The Granary
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Job Description

Communications and Digital Content Officer

Full-time contract - 37hr/week
Salary £31,389 - £36,573pa

The Role

As a key part of the Member Services & Communications Team, you will play an important role in raising awareness and visibility of the work of Mountaineering Scotland and supporting delivery of organisational objectives through digital communications, content creation, publications and media relations.

Purpose

The main purpose of the role is to:

- Raise and enhance the profile of Mountaineering Scotland.
- Deliver engaging communications across digital, print and media channels.
- Actively promote equality, diversity and inclusion in mountaineering activities.
- Support membership growth, engagement and strategic priorities.
- Shape and deliver communications and social media strategies
- Lead editorial production of Scottish Mountaineer magazine.

Why join Mountaineering Scotland?

Mountaineering Scotland is the representative body for hill walkers, climbers and ski-tourers in Scotland. We are a not-for-profit company with sixteen employees, a membership of around 16,000 members and 130 affiliated clubs, and an annual turnover of over £500k.

This is an opportunity to play a leading role in telling the story of Scotland's mountaineering community. From digital campaigns to editing *Scottish Mountaineer* magazine, you'll help connect thousands of members and prospective members with the people, places and issues that matter most. Working in a small, supportive team, you'll have the freedom to bring creative ideas to life while making a tangible contribution to Scotland's climbing and hill walking community and our precious mountain landscapes.

Mountaineering Scotland is committed to being an employer and volunteer organisation that recognises and encourages equal opportunities, diversity, inclusion and respect in the workforce, with employment conditions and practices that ensure all staff and volunteers are treated equitably. We particularly welcome applications from those who are significantly underrepresented in our sector, including women, people with disabilities (including hidden disabilities) and individuals from Black and minority ethnic communities.

Key responsibilities

Social media

- Develop and deliver social media content plans aligned to campaigns and organisational priorities.
- Create, schedule, and manage content across social channels.
- Monitor performance, engagement, and trends to improve reach and effectiveness.
- Build relationships with partners, ambassadors, and influencers.

Website and email communications

- Contribute to the development of Mountaineering Scotland's websites
- Lead the creation and delivery of engaging website content, member newsletters and email marketing.
- Maintain mailing lists and communications data in line with GDPR requirements.

Communications and Campaigns

- Support the creation and implementation of communications and content aligning with the Mountaineering Scotland strategic framework and communications strategy.
- Develop compelling campaigns and stories with colleagues, volunteers and partners.
- Ensure all communications align with brand guidelines and EDI commitments.
- Develop relationships with external design, PR, media and research agencies to deliver projects within agreed budgets.

Media Relations

- Maintain positive relationships with media contacts and respond to enquiries as required.
- Identify opportunities for positive coverage and develop press materials supporting campaigns and priorities.

Publications and Editorial

- Lead planning, commissioning, editing and production of Scottish Mountaineer magazine, sourcing and editing high-quality articles, photography and features.

- Provide editorial and design support for reports, guidance, marketing materials, and member resources.
- Ensure publications meet agreed quality, branding and budget standards.

Monitoring & Evaluation

- Monitor and report on communications performance across social media, website, email, campaign and PR activity.
- Use data and insights to improve future content and campaigns.

Member services

- Provide occasional cover for the Member Services team (e.g. during leave) for email and phone enquiries.
- Proactively promote member discounts and offers through all communication channels

Experience & skills required

	Essential/Desirable
Experience:	
Proven track record in a communications, PR, marketing or digital content role.	Essential
Content creation and copywriting for digital and print for a wide range of audiences, publications, marketing materials and digital channels including social media and video.	Essential
Website CMS management, preferably with a working knowledge of HTML and CSS.	Essential
Experience of working in a team, with proven ability to work collaboratively and form effective working relationships with internal and external stakeholders.	Essential
Strong organisational and planning skills, with ability to work on own initiative and meet deadlines in a fast-paced environment.	Essential
Skills:	
Excellent writing, editing and proof-reading skills.	Essential
Strong verbal and written communications skills	Essential
Articulate, confident, creative and proactive	Essential
Strong design and content production skills, with good eye for detail	Essential

Use of digital communications tools including Mailchimp (or similar), image/graphics and video editing software (e.g. Canva, Adobe Creative Suite) and web content management systems (e.g. WordPress).	Essential
Other:	
Solid working knowledge of Microsoft Office, Outlook and Teams	Essential
Understanding of emerging digital trends.	Essential
Understanding of GDPR and data protection legislation and practice in relation to communications activity.	Essential
Active interest in outdoor activities/mountaineering	Essential
An understanding of the work of Mountaineering Scotland.	Desirable
Working knowledge of Google Analytics 4 and other insights platforms to evaluate and inform communications activity.	Desirable
Journalism, blogging or editorial experience.	Desirable
Experience of using Google Ads, Meta ads and other online advertising platforms	Desirable

Expectation

The post holder reports to the Member Services and Communications Manager and is expected to understand, and where appropriate, apply the policies and procedures contained in the Mountaineering Scotland Company Manual.

The post holder will be part of the Member Services and Communications team and will work collaboratively with the whole staff team as well as volunteers (including Board members) and partner organisations.

Working Hours & Remuneration

This is a full-time position working 37hrs per week, excluding lunch breaks. The salary for the post is from £31,389 - £36,573 per annum, paid monthly and the position on the scale will be negotiable on appointment depending on previous experience. The duties require the post holder to work an unspecified number of irregular hours including evening and weekend work, in which case the post holder is entitled to time off in lieu to be agreed with the line manager.

The contracted place of work will be hybrid working (Home/Perth Office) subject to negotiation and with a minimum of 2 days/week in the Perth office. The post holder will be entitled to 35.5 days paid

annual leave per annum; this includes 10 days public holiday and 25.5 days annual leave increasing to a maximum of 38.5 days after 3 years.

This Job Description is subject to regular review and may be updated accordingly to reflect the evolving needs of the position and organisation.

Probationary Period

The post is subject to the completion of a successful probationary period, which will be assessed on the basis of the Performance Measures stated above. The line manager will hold interim review meetings on a regular basis prior to the expiry of the probationary period.

Additional benefits

- Flexible working hours with the potential for home working
- Generous annual leave and ability to claim reasonable expenses.
- Access to workplace pension with employer contributions matched up to 6%.
- Employee Assistance Programme
- Provision of Mountaineering Scotland branded clothing, access to pro deals on equipment and clothing.
- Free access to the Mountaineering Scotland skills training courses.
- Access to sportscotland's Learning and Development programme and other relevant development opportunities.
- Opportunity work from a modern refurbished office in central Perth.
- Access to the 'Cycle to Work' scheme.

Applications should be submitted through the [online application form](#).

Closing date for applications: 12 noon Friday 11 September 2026

If you have any questions about the role, please contact Member Services & Communications Manager Helen Gestwicki: helen@mountaineering.scot

Updated 14 August 2026