

RECRUITMENT PACK
AUGUST 2026



Digital & Creative Lead



www.scottishcurling.org



In partnership with

**Scottish
Curling Trust**

A welcome from the CEO



Thank you for taking the time to find out more about joining the team at Scottish Curling and the Scottish Curling Trust. We're delighted you're considering applying for the role of Digital & Creative Lead.

This is one of the most exciting roles in our organisation.

As we launch our new corporate strategy, Growing the Game, we're looking for someone who can help tell the story of curling in Scotland in fresh, creative and engaging ways. From grassroots clubs, volunteers and community programmes to world-class events and elite performance, you'll have the opportunity to showcase every part of our sport while helping us inspire the next generation of curlers.

This isn't simply a digital or social media role.

We're looking for someone who lives and breathes creativity. Someone who understands how powerful great storytelling, photography, video, design and content can be in building communities, growing participation and strengthening a brand. While you'll lead the creative direction of our digital channels, you'll also play a key role in shaping the visual identity of Scottish Curling across a wide range of physical and printed materials, from brochures, event programmes and promotional campaigns to pop-ups, signage and branded resources.

Working across both Scottish Curling and the Scottish Curling Trust, you'll ensure

everything we produce reflects the ambition, inclusivity and energy of both organisations, whether it's seen on a screen or experienced in person.

You'll report to our Head of Operations, Suzy Wakefield, but you'll collaborate with colleagues across every part of the business. One day you could be capturing the atmosphere of a local club open day, the next you could be designing materials for a major event, celebrating the heritage of a unique part of the game, supporting a national campaign or helping bring one of our charitable projects to life.

We believe this role offers an exceptional opportunity to shape the future of curling's creative output. You'll have the freedom to bring your own ideas, challenge convention and leave your mark across both our digital presence and our printed and physical communications, backed by a team that values innovation and will ensure you have the support and tools needed to succeed.

If you're someone who combines creativity with curiosity, enjoys building relationships and wants your work to make a genuine impact, we'd love to hear from you.

Thank you once again for your interest, and I hope to have the opportunity to welcome you to the team.

Vincent Bryson (CEO)



About Us

Scottish Curling, the trading name of the Royal Caledonian Curling Club, is the national governing body for curling in Scotland. Founded in 1838, we represent a vibrant community of around 9,000 members across 500 clubs.



Our Vision

Scottish Curling has a vision for a future where we have a nationwide network of Thriving Curling Communities.

Our Purpose

Scottish Curling's purpose is to Champion Curling.

Our Mission

Enabling fun, social and engaging curling experiences for everyone.





Job Title

Digital & Creative Lead



Salary

Circa £31,500
(subject to experience)



Reports to

Head of Operations



Location

Flexible working / Home /
Scottish Curling office
based in Newbridge,
Edinburgh



Employment

Full time

www.scottishcurling.org



Key Responsibilities

Content Creation and Strategy

- Develop and implement a comprehensive content strategy for Scottish Curling's digital channels, including Facebook, Instagram and LinkedIn, ensuring alignment with campaign priorities while maintaining a consistent brand voice and visual identity.
- Produce compelling written and visual content, including copy, photography, video, and professionally designed print assets such as brochures, programmes, presentations, reports, banners and promotional materials to support strategic communication goals.
- Collaborate with internal stakeholders, subject matter experts and campaign leads to create engaging content and creative assets tailored to target audiences across both digital and print channels.
- Monitor digital performance, social media conversations, trends and analytics to identify opportunities to enhance Scottish Curling's brand, grow engagement and maximise the impact of communications.

Community Building and Engagement

- Proactively engage with the online community by participating in discussions, identifying new audiences and monitoring social listening for brand and campaign key terms.
- Respond to feedback, questions and comments on social media channels with a professional and caring attitude towards the community.



Key Responsibilities

Digital Strategy and Execution

- Work closely with the Senior Leadership Team (SLT) to develop and execute digital communication strategies promoting Scottish Curling activities, events and initiatives.
- Ensure the organisation's official website is up-to-date, relevant and visually appealing, providing a seamless user experience.
- Plan and oversee digital campaigns aimed at increasing engagement, membership and awareness of curling across various online platforms.

Analytics and Reporting

- Monitor and report on the performance of social media content and engagement metrics, providing insights and recommendations for continuous improvement.
- Contribute to monthly CEO, SLT and Board reports, summarising digital communication activities and key performance indicators.
- Ensure any project budgets are managed and escalated appropriately.

People and Communication

- Ensure all external interactions portray Scottish Curling as a professional and caring organisation with a passion for its purpose.
- Collaborate with subject matter experts and campaign leads to ensure correct protocols for publishing information and coordinate content across web and email channels.
- Actively seek professional development opportunities to stay updated with the latest digital communication trends.



Core Competencies

Self-motivated

- Demonstrates ability to take initiative and lead digital engagement efforts, inspiring team members towards common goals

Social Media Strategy and Execution

- Experience developing and implementing comprehensive social media strategies across multiple platforms.
- Ability to drive engagement, increase followership, and enhance brand awareness through strategic social media initiatives.

Content Creation and Curation

- Experience creating compelling, high-quality content tailored to the target audience of Scottish Curling.
- Ability to produce written, visual, and video content that resonates with followers and aligns with brand messaging.

Community Management and Engagement

- Experience fostering vibrant online communities by actively engaging with followers and responding to comments and messages in a timely manner.
- Ability to cultivate positive online interactions and manage conversations to enhance brand reputation and loyalty.

Analytics and Reporting

- Experience using social media analytics tools to track key metrics and assess campaign effectiveness.
- Experience preparing regular social media performance reports, providing insights and recommendations for optimisation.

Adaptability and Creativity

- Ability to stay abreast of industry trends and platform updates, adapting social media strategies accordingly.
- Demonstrated ability to develop creative, innovative campaign ideas and address challenges in the ever-evolving social media landscape.

SKILLS & QUALIFICATIONS



Essential

- Graphic design, image and video editing skills, using Adobe Suite or Canva or equivalent.
- Experience using social media management software.
- Experience in social media KPI reporting and analysis.
- Strong organisational skills, attention to detail and project management experience.
- Excellent copywriting and proofreading skills.
- Ability to adapt complex issues into simple concepts and tailor messages to different audiences and mediums.
- Proven ability to produce creative, news-worthy and share-worthy content for target audiences across the different social media platforms.
- Experience using a consistent social media voice and tone in breaking news situations or on controversial issues.
- Collaborative by nature, with experience working across dispersed teams and comfortable with absorbing and applying constructive feedback from colleagues.



Desirable

- Experience in developing digital influencer strategies or campaigns.
- Understanding of the sports sector and its digital communication needs.
- Familiarity with online marketing and fundraising concepts.
- Knowledge of social advertising platforms and Google Analytics.



Personal Disposition

Essential

- Clearly demonstrate and embody the organisation's core values in everything they do.
- Demonstrates confidence, enthusiasm and initiative.



Additional Requirements

Essential

- Ability to work flexible working hours, including evenings and weekends.
- Full driving licence or access to transport.
- PVG Scheme Membership.

Working Together

At Scottish Curling, we're a small team with a shared commitment to championing our sport. We value collaboration, flexibility and a willingness to support one another. While this recruitment pack outlines the key responsibilities of the role, it isn't an exhaustive list. From time to time, you may be asked to support other activities that are appropriate to your skills, experience and the needs of the organisation.

Benefits and your wellbeing

At Scottish Curling, we're committed to supporting our team with a range of benefits designed to enhance work-life balance, personal growth, and overall wellbeing.



- **Annual Leave:** Enjoy 30 days of holiday allowance per year (inclusive of public holidays), giving you time to rest and recharge.
- **Festive Break:** Our office closes over Christmas and New Year, allowing you to fully enjoy the holiday season.
- **Birthday Leave:** Celebrate your birthday with a paid day off – our gift to you.
- **Flexible Working:** We offer flexible working hours and arrangements to help you balance your professional and personal commitments.
- **Professional Development:** We actively support opportunities for your ongoing learning and career progression.
- **Volunteering Leave:** Give back to causes you care about with up to 2 paid volunteering days each year.
- **Wellbeing Encouragement:** We promote daily wellbeing with encouragement to spend 30 minutes outdoors each day, supporting your physical and mental health.
- **Branded Kit:** Choose from a selection of Scottish Curling branded kit, helping you feel part of the team both on and off the ice.
- **Insights Profiling:** Access Insights profiling to support better communication and collaboration across the organisation.
- **Cycle to Work and Tech Schemes:** Save money through our cycle to work and tech purchase schemes, making commuting and tech upgrades more affordable.



How to apply

To apply, please send us the following to recruitment@scottishcurling.org:

- **Your CV**
- **A covering letter outlining your interest in the role and providing examples of how your experience, skills and personal qualities meet the Core Competencies and the Skills and Qualifications set out in this recruitment pack.**

As this is a creative role, we'd love to see some examples of your work. If you'd like to include a short video or a portfolio showcasing your creativity, please include this when emailing your CV and covering letter. This is entirely optional but gives you another opportunity to show us your skills and experience.

- **Closing date:** 11:59pm on Tuesday 25 August 2026
- **Interview date:** Scheduled to take place on Friday 4 September 2026
- **Employment eligibility:** Applicants must be able to prove the right to work in the UK for at least the period of the contract of employment
- **Enquiries:** All enquiries should be directed to the email address listed.

Scottish Curling is an equal opportunity employer committed to creating an inclusive environment for all employees. We welcome applicants from all backgrounds to join our team and help us promote the joy of curling across Scotland and beyond.