

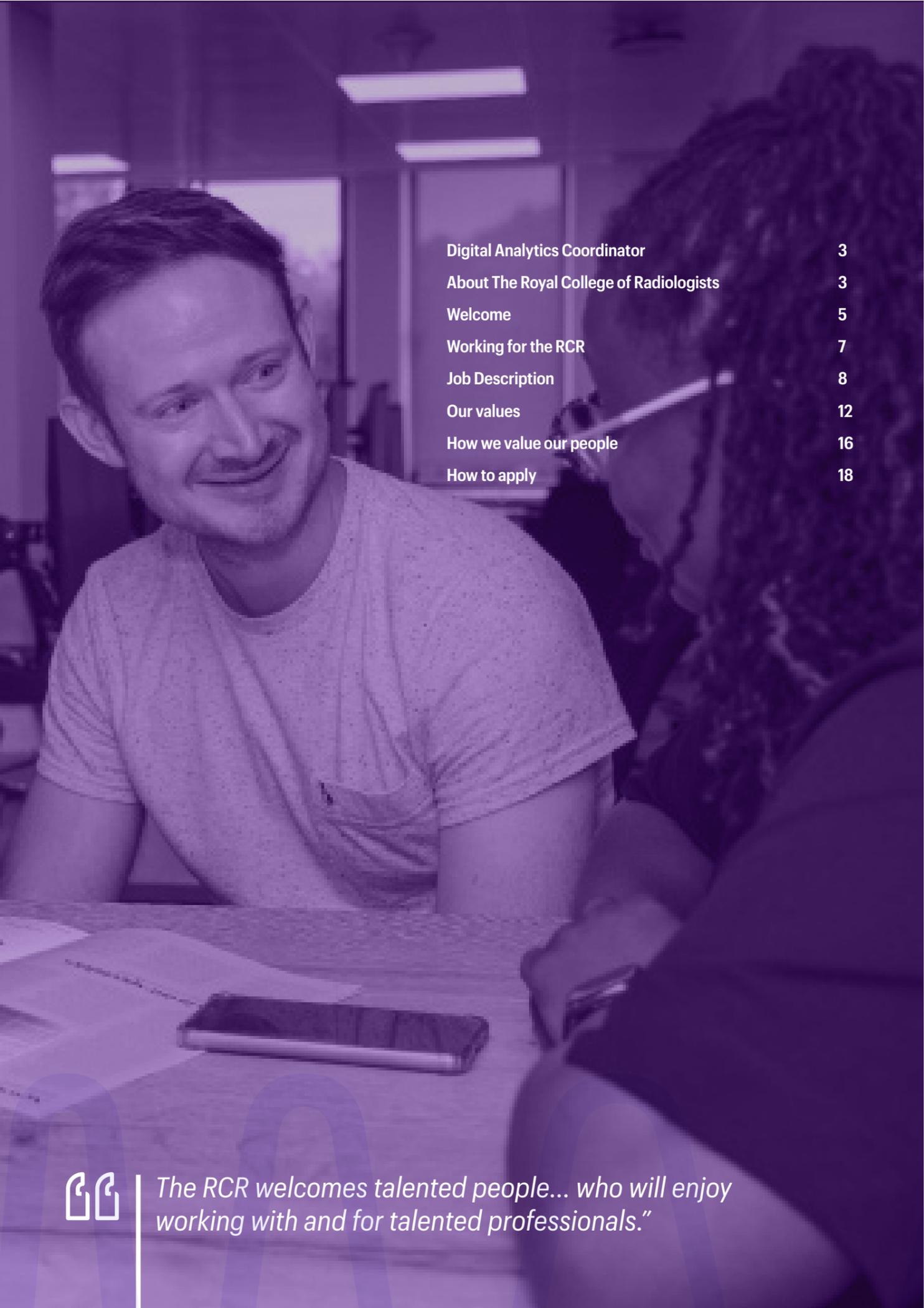


The Royal College of Radiologists

Digital Analytics Coordinator
Candidate pack



The Royal College of Radiologists



Digital Analytics Coordinator	3
About The Royal College of Radiologists	3
Welcome	5
Working for the RCR	7
Job Description	8
Our values	12
How we value our people	16
How to apply	18



The RCR welcomes talented people... who will enjoy working with and for talented professionals."

Digital Analytics Coordinator

Salary:	£23,055 (£38,425 FTE) per annum, with pay progression up to £25,5483 (£42,471 FTE) per annum within two years employment, plus excellent benefits
Location:	Central London, with flexible working
Hours:	Part-time/21 hours per week
Contractual status:	Permanent
Closing date for applications:	23:59 22 March 2026
Interview date:	Shortlist interviews are scheduled for 31 March 2026 and selection interviews are scheduled for 8 April 2026.

About The Royal College of Radiologists

Are you interested in making a real difference in the healthcare sector to improve imaging and cancer care for all?

At The Royal College of Radiologists (RCR), we're the leading professional membership body for clinical radiologists and clinical oncologists and a registered charity who educate and support doctors throughout their career. With over 18,000 members in the UK and internationally, together we're contributing to the advancement of each new generation of doctors and helping to improve patients' lives.

We require a broad range of skills and experience to deliver our strategic goal of increasing the clinical radiology and clinical oncology workforce, which will ultimately lead to improving imaging and cancer care services for all.

If you're inspired by our **strategy** and **values**, and are passionate about helping us meet our ambitious goals in an environment that celebrates differences, values diversity and recognises that everyone here plays a role in the success of the College, then we encourage you to consider a career at the RCR.



Welcome

Thank you for your interest in working with the RCR. I hope that you will find the information in this Candidate Pack useful, in addition to the content on our website: www.rcr.ac.uk

The last few years at the RCR have seen much growth and development. We have improved the range and quality of the services and support offered to our membership. We have grown the external profile of the RCR's work and increased awareness of the value of our medical specialities to patients and the public. We have created life-saving guidance and expanded our work globally to many different countries. We've revised how we train and examine our doctors to ensure they continue to be the best in the world, plus much, much more. We are ambitious to continue this success and build into the future.

Our Strategic Priorities from 2019 are:

Workforce

Support excellent, safe patient care by working collaboratively on team-wide standards across imaging and oncology. Define our doctors' professional needs for the future and shape sustainable workforce models for our patients and our specialties to realise them.

Be the experts

Highlight to the public and stakeholders the contribution our specialties make to safe, evidence-based and cost-effective patient care. Contribute meaningfully to the debate on the future of healthcare both in the UK and overseas.

Professional learning

Develop our educational offer to support our doctors to meet the challenges of practice, working with others where appropriate, sharing ideas where possible. Adopt new educational models rapidly to ensure continuing equity of access to high-quality products.

Membership value

Support all members and Fellows to deliver the best care for patients, for their entire career regardless of where or how they practice.

Our College

Shape a College that is demonstrably agile and responsive, accountable and open, supporting our specialties and the patients we treat.

The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* (www.livingwage.org.uk) not only for our employees, but also in respect of our contractors.

The RCR welcomes talented people who share our ambition, commitment who will enjoy working with and for talented professionals.

I look forward to hearing from you.

Yours sincerely



Working for the RCR

The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered to doctors in the specialty. The executives of the RCR are the eight Officers (doctors) who work closely with the senior management team (the Chief Executive and Executive Directors for Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

Working closely with colleagues across the Content and Brand teams, you'll play a key role in helping us understand what's working, where we can improve, and how we can enhance the digital experience we provide for our members.

This role would suit someone who enjoys digging into digital performance data, spotting patterns and translating analytics into practical recommendations. If that sounds like you, we'd love to hear from you.

The Communications Directorate/Content Team

We're looking for a Digital Analytics Coordinator to join the Communications Directorate at the Royal College of Radiologists. In this role, you'll analyse performance across our website, email and social channels, using tools such as GA4, Google Tag Manager, Search Console, Sprout Social and Dotdigital to turn complex data into clear insight that helps shape how we plan content, campaigns and digital improvements across the College.

Where the job fits





Job description

Job title:	Digital Analytics Coordinator
Responsible to:	Content Manager
Responsible for:	N/A
Contract terms and hours:	Permanent, part-time (0.6 FTE)
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working
Flexible working:	Employees are required to work from the office for at least 40% of their working week.

The role

Overall purpose

The Digital Analytics Officer supports the delivery of the College's digital and content strategies by providing clear, actionable insight into performance across digital channels.

Working closely with Content Team colleagues, they will embed analytics into planning and evaluation processes, helping to shape data-driven decisions that enhance member experience and strengthen the College's digital performance

Main areas of responsibility

- Digital performance and reporting
- SEO and web optimisation
- Data quality and audience insight
- Collaboration and support
- General

Responsibilities

a. Digital performance and reporting

- Lead on gathering, interpreting and presenting performance data across RCR digital channels.
- Maintain analytics dashboards (e.g. GA4, Tag Manager, Search Console, Sprout Social, Dotdigital) to provide clear, regular insight.
- Produce monthly insight reports highlighting trends, high-performing content and opportunities to improve engagement.
- Support quarterly and annual reporting cycles, supplying data for KPIs and Objectives and Results.
- Refine measurement frameworks to evaluate engagement, reach, user behaviour and content performance.

b. SEO and web optimisation

- Monitor website traffic, search performance and content engagement, providing recommendations to improve SEO and user journeys.
- Work with the Digital Content Officer and Content Coordinator to ensure content is structured, tagged and discoverable.

- Liaise with external developers and support agencies (e.g. IDHL) to resolve analytics or tracking issues.
- Contribute insight and user-focused recommendations to support the design and development of website improvements, working with suppliers to ensure changes reflect evidence and user needs.

c. Data quality and audience insight

- Ensure analytics and audience data is accurate and consistent across platforms, maintaining clear documentation of tracking and reporting processes.
- Manage Dotdigital segmentation, dynamic content, A/B testing and contact list optimisation.
- Analyse audience behaviour and engagement patterns to identify opportunities for targeted content.
- Benchmark key performance metrics (CTR, dwell time, traffic, engagement) to support continuous improvement.
- Provide evidence-based recommendations that inform channel planning, digital strategy and content development.

d. Collaboration and support

- Work closely with the Content Manager, Digital Content Officer and Campaigns Officer to embed insight into planning and evaluation.
- Translate complex analytics into clear, actionable recommendations for non-specialist colleagues.
- Share insights regularly with the Content and Brand teams to support evidence-based decision-making.
- Support the planning and progression of website improvements by providing evidence-based input into page layouts, navigation, content presentation and user experience, working with suppliers and the Content Manager to ensure developments align with best practice.
- Provide operational support to implement website updates (such as uploading content, updating tags or metadata, or adding tracking) where required to support timely delivery of digital activity.

e. General

- Maintain clear documentation on tracking, measurement approaches and data sources.
- Work in line with the RCR's data protection and information governance policies.
- Undertake other duties appropriate to the role as required.



Key working relationships

Internal working relationships

- Content Manager (line manager)
- Digital Content Officer, Content and Publications Officer, Content Coordinator, Campaigns Officer
- Executive Director of Communications
- External Affairs and Membership teams
- IDHL and other digital suppliers

External working relationships

- Website support and analytics suppliers
- Partner agencies as required

Scope and limits of authority

Decision making level	<ul style="list-style-type: none"> • Responsible for delivery of insight and reporting projects within agreed parameters. • Advises on digital performance and optimisation priorities.
Financial resources	<ul style="list-style-type: none"> • No direct budget management, but expected to monitor reporting tools within agreed budgets.
Other resources	<ul style="list-style-type: none"> • Dashboards, reports and datasets used to support decision-making
People management	<ul style="list-style-type: none"> • N/A
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Ensure all analytics activity complies with GDPR, data protection, and information governance standards.



The person

Essential (E) or Desirable (D)

Knowledge, qualifications and experience	
Proven experience analysing and interpreting data from digital platforms (eg GA4, Search Console, Sprout, Dotdigital) to shape content and marketing decisions.	E
Strong understanding of digital marketing principles, including SEO and website performance analytics.	E
High proficiency in GA4 and Google Tag Manager, including implementing and maintaining tracking.	E
Experience producing dashboards, automated reports and data visualisation.	E
Experience managing segmentation, A/B testing and dynamic content within Dotdigital or comparable email platform.	E
Strong attention to detail and commitment to data quality and accuracy.	E
Familiarity with accessibility, UX principles and digital best practice.	D
Experience in membership or not-for-profit environments.	D
Experience supporting colleagues to develop confidence with analytics tools.	D
Understanding of paid digital campaigns (PPC, social, Google Ads).	D
Awareness of emerging AI-driven analytics and marketing tools, and ability to use AI-generated insights appropriately.	D
Skills and abilities	
Accurate use and understanding of English.	E
Strong analytical and problem-solving skills, with the ability to identify trends and draw meaningful conclusions.	E
Ability to translate complex data into clear, actionable insight for non-specialist colleagues.	E
Excellent written and verbal communication skills, with confidence presenting insight clearly and succinctly.	E
Collaborative and adaptable, able to work effectively across teams and with external agencies.	E
Organised and self-motivated, able to manage multiple reporting cycles and competing priorities.	E

Other Requirements

To be able to apply candidates must be able to also fulfil the following requirements:

- Candidates must have the right to work in the UK to be able to apply for positions at the RCR
- Commitment to equality and valuing diversity and understanding of how this applies to delivery of own area of work
- Commitment to the aims and charitable objectives of the RCR
- Self awareness
- Enthusiasm for learning and development and taking on new tasks
- Committed to own continuing professional development.



Our values



People focus

We treat everyone fairly and with respect, actively listening and responding appropriately, while recognising individual differences.



Integrity

We are open, honest and transparent. We strive to reflect and learn from experience in every area of our work to deliver the right outcome.



Making a difference

We strive for excellence. We make a difference by setting standards and empowering our membership and our staff through personal development and lifelong learning.

We recognise that patients' best interests underpin everything we do.



Behavioural competencies

The RCR's Competency Framework defines the behavioural competencies required from all staff to contribute effectively in their role and within the wider organisational team.

Communicating effectively

The success of the College depends on how it communicates with its membership and other stakeholders. Employees need to know their audience(s) and communicate with them in a way which meets stakeholder needs and expectations as far as possible.

Working together

The College's effectiveness and reputation depends on efficient and collaborative working, both within and beyond the team. This includes all employee colleagues, Officers, other Fellows and members and often others outside the College.

Personal effectiveness

The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

Customer focus

We should all provide excellent services to all customers but notably to the membership and staff colleagues. Focusing on those and other customers, and understanding and responding appropriately to their needs, is key to the success and sustainability of the College.

Embracing change

We must all play a part in ensuring that the offer the College makes continues to be effective and relevant in meeting customer needs. This will involve changes to what we do and how we do it. We all need to play our part in embracing change.



How we value our people

Benefits

We offer all our employees a fantastic range of benefits to help you enjoy a great work-life balance, look after your wellbeing and plan for the future.

A modern and welcoming working environment

We've made sure our office in a prime central London location is a destination people want to come and work in – it's open-plan and spacious, with areas for meetings, collaborative working and concentrated workspaces. We also have kitchen facilities well-stocked with plethora of teas and two very fancy coffee machines for everyone to use

There are lots of things going on when you come in too, including learning and development sessions with doctors talking about their work, tea and cake get-togethers, free massages monthly and monthly town hall meetings where staff can share updates and ask questions. We even have our own social committee and organise regular fun events, which are a great way for you to get to know your co-workers.

Excellent pension scheme and life assurance

We like to help our staff save for the future and provide an excellent employer pension contribution. We also have a life assurance and personal accident policy which covers all employees up to four times their annual salary.

Hybrid working

At the RCR we only hire great people, and we value being able to bring everyone together to bond, build great working relationships and

generate amazing and innovative ideas.

We embrace remote working, and our staff are able to work remotely for up to 60% of their working time, with 40% in the office. All staff are provided with a laptop to allow them to work remotely, along with equipment such as desks and chairs to make sure they're comfortable when working from home. Our offices are open throughout the working week though, and staff are always welcome to come in as often as they wish.

Wellbeing support

We like to make sure everyone at the RCR is supported, both professionally and personally, so in addition to our excellent line managers and supportive HR team, we've invested in training a number of dedicated staff members passionate about mental Health as Mental Health First Aiders. We also provide an Employee Assistance Programme, that's has a 24/7 helpline so if you ever have any personal problems or concerns, there's always somewhere to turn for help and advice.

Generous annual leave allowance

Working hard is important, but taking a break matters just as much. Everyone starts with a 25-day annual leave allowance per year and that increases with service too.

Interest-free season ticket loan and cycle to work scheme

To make sure you're able to get into the office in the way that best suits you we offer all staff the option to take out an interest-free season ticket loan to help cover the cost of travelling, as well as a cycle to work scheme for those of us who like to be more active on their commute. If you

do choose to cycle in, we have somewhere safe to leave your bike and showers to use if you want to freshen up before work.

Festive spirit

We know taking a break at the end of the year is important to our team. To ensure everyone gets a well-deserved rest to spend time with loved ones, we usually close our office between the Christmas and New Year period – gifting the extra days off to all staff, in addition to their usual annual leave.

Making a real difference

In addition to all the great benefits we've listed above, we believe the main reason people want to join the RCR is because you also get to go to work knowing your role has an impact on the lives of doctors and patients.

Equality and diversity

Every day, our colleagues are making a difference by helping to improve imaging and cancer care for all. This starts by having the best talent, and that is only possible with a diversity of thinking, diversity of background and experience, and diversity of skills.

Diversity means better ideas, better solutions and more innovation. It's why one of our key priorities is to ensure our workforce reflects the communities we serve.

We're committed to creating an inclusive workforce and working environment for us all to enjoy – where everyone is able to bring their whole self to work to create change and reach new heights of creativity.

You can find our equality, diversity and inclusion commitment **here** as well as our equality and diversity policy **here**.



Great purpose, great people, great working environment and clear direction of travel."





How to apply

The closing date for applications is 23:59 22 March 2026

Please submit a CV and a covering letter (of no more than a page and a half) submitted as Full name, Role, CV/CL together with a completed, **Diversity Monitoring Form**.

It is important that your covering letter includes a clear statement in support of your application, which demonstrates how you meet the essential (and, where applicable, desirable) criteria described in the table entitled 'the person'.

We expect you to meet the points listed under "other requirements" of the Person Specification as a pre-requisite for applying for this position. However, you are not required to address these points in your written statement. We will explore them further if your application is taken to the next stage(s) of the recruitment process.

The RCR can only consider applicants who already have the independent right to work in the UK. We are unable to offer visa sponsorship for any role.

The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity **Values & strategy | The Royal College of Radiologists (rcr.ac.uk)**

Applications should be emailed to **jobs@rcr.ac.uk**

If you have not heard further from the RCR within a fortnight of the closing date, you should assume that you have not been shortlisted for interview on this occasion.

Shortlisted candidates will be invited to attend first stage interviews on 31 March 2026

If you consider yourself to have a disability and require a hard copy pack or a different format, for example large print, please contact the HR team at **jobs@rcr.ac.uk**



The Royal College of Radiologists

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