

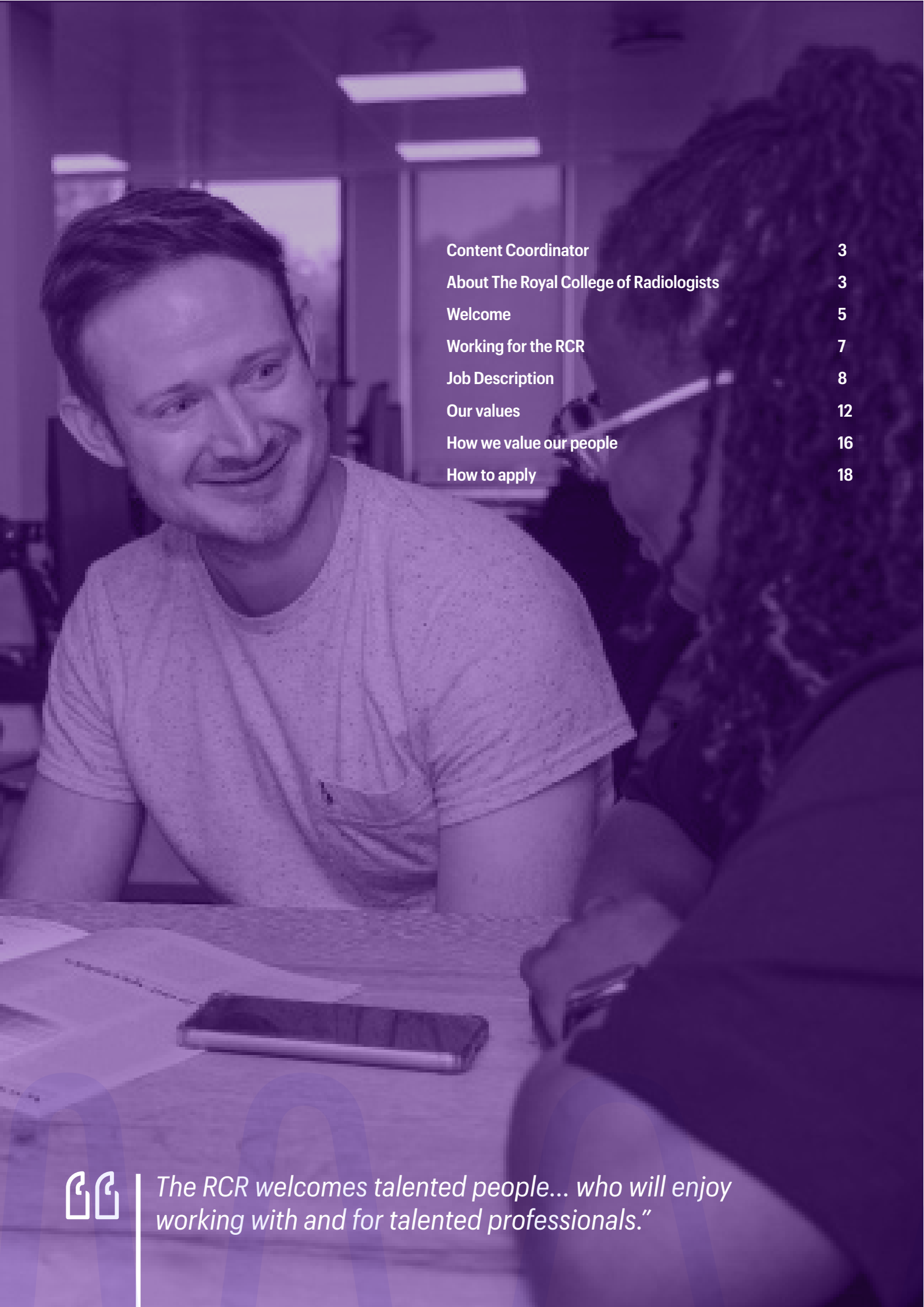


The Royal College of Radiologists

Content Coordinator Candidate pack



The Royal College of Radiologists



Content 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."

Content Coordinator

Salary:	£31,824 per annum, with pay progression up to £36,435 per annum within two years employment dependent on performance , plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	Permanent
Closing date for applications:	23:59 26 May 2025
Interview date:	Updated: Shortlist interviews are scheduled for 2 June 2025 and selection interviews are scheduled for 9 June 2025 and will take place on site at our central London office.

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 14,000 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.

and every day is different. You could be going from working on video editing one moment, to building an automated email campaign or preparing content for Instagram the next.

The Communications Directorate/Marketing & Digital Team

We are looking for a capable and creative Content Coordinator to join our Marketing and Digital team. This is a crucial role, working across our digital channels to deliver ongoing communications and create content. You will be comfortable writing for different channels, formats and audiences, able to adapt your approach according to what's needed. As a team, we cover a wide range of activities,

Where the job fits





Job description

Job title:	Content Coordinator
Responsible to:	Content Manager
Responsible for:	N/A
Contract terms and hours:	Permanent, full time
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 Content Coordinator supports the planning and delivery of communications and content across our digital channels, ensuring that our members receive the right communications, at the right time.

They support the website and email platforms, assessing gaps in process and content, enhancing the user experience. They will work with stakeholders across the organisation to develop and write content for the website, with responsibility for testing and optimising this content, ensuring it meets SEO principles.

They will lead the coordination of our email programme, supporting colleagues across the RCR to plan and deliver campaigns and writing, proofing and editing copy as needed. They will work with the Content Manager to identify opportunities for automation and other optimisations within our email platform, scheduling and tracking these as directed.

They will develop and schedule social content as required and will support the growth of our video content, particularly for our social channels. They will have day-to-day responsibility for the administration of our digital channels and associated content, managing the ticketing service, answering enquiries and providing support to users and staff as needed.

Main areas of responsibility

- a. Email development and delivery
- b. Website content support
- c. Social media
- d. Digital assets and multimedia content
- e. Operational support
- f. General

Responsibilities

- a. Email development and delivery
 - 1. Lead on the operational management of the email platform, coordinating the email programme and schedule, working with teams across the RCR to deliver their email content.
 - 2. Building templates and user guidance for both marketing and service emails within the bulk email platform

- 3. Conducting an annual audit of email communications across the RCR and identifying areas for improvement and growth.
- 4. Write engaging, audience focused email copy for a variety of audiences and newsletters, supporting the Content and Publications Officer with the delivery of the email programme.
- 5. Support colleagues with proofing, editing and publishing email content as needed
- 6. Building workflows and automations as directed
- 7. Working with the Content and Publications Officer in building effective testing for email content and activity, providing reports on the outcomes of this.

b. Website content support

- 8. Provide support with the effective management of the RCR main website, including:
 - a. Updating content
 - b. Analytics and reporting
 - c. Providing assistance on larger content development projects
- 8. Undertake content audit and continuous improvement activities to assess effectiveness of existing content, page structures and engagement, updating the Content Manager and Digital Officer accordingly.
- 9. Support colleagues across the RCR to make routine updates and publish their website content.
- 10. Help to identify and build new page types and designs in line with the CMS.
- 11. Write engaging, audience focused copy for a variety of audiences sourcing relevant imagery and other digital media.
- 12. Support the Digital Officer in work around keywords, SEO, metadata and accessibility as required.

c. Social media

- 13. Build and deliver our library of evergreen content for social media, supporting colleagues across the RCR to ensure ongoing promotion of benefits and services.
- 14. Manage our social asset library
- 15. Write and plan content for social media campaigns as directed
- 16. Provide support in monitoring and managing the social media management platform, including:
 - a. pinning and answering enquiries as appropriate,
 - b. publishing and queuing content
 - c. providing reports as needed.

d. Digital assets and multimedia content

- 17. Support with preparing visual assets for social media as directed, updating and editing infographics, images and banners.
- 18. Providing editing support with webinar and video content to colleagues across the organisation, ensuring these are branded and subtitled appropriately.
- 19. Making updates and edits as directed to digital resources and documents on the website.
- 20. Providing support with the planning and delivery of any content filming internally, including:



- a. Finding suitable filming locations
 - b. Managing and maintaining the equipment
 - c. Contacting staff, Officers, Fellows and members to arrange times and coordinate requirements.
- e. Operational support
- 20. Manage the Marketing and Digital inbox, ensuring enquiries are directed to the relevant team member in a timely manner.
 - 21. Manage and update the content calendar and email schedule.
 - 22. Arrange for staff training as needed on digital platforms, including the website CMS and email provider.
 - 23. Provide support and cover for digital channels during staff leave/absence as needed.
 - 24. Coordinating and reporting on tasks within the team service desk.
- f. General
- 25. Ensuring that our processes are clear and appropriate and that we meet all our responsibilities around data protection, GDPR and other regulations
 - 26. Undertake such duties appropriate to the level of the postholder’s qualifications and experience as may be required by the RCR from time to time.
 - 27. Maintain and manage records in accordance with RCR’s data protection policy and guidance.
 - 28. Maintain documentation on all activities carried out



Key working relationships

Internal working relationships

- Content Manager – reporting to and working with
- Content Officers – working closely and supporting activity
- Wider M&D team – working closely with to develop content
- Other teams and colleagues across the RCR

External working relationships

- Suppliers as needed

Scope and limits of authority

Decision making level	<ul style="list-style-type: none">• Troubleshooting for CMS and email issues• Responding to member and staff queries and escalating when required.• Organise and lead on specified resources• Priority setting for own workload
Financial resources	<ul style="list-style-type: none">• Monitor budgets in line with the scheme of Financial, Contractual and HR delegation
Other resources	<ul style="list-style-type: none">• Updating of SLAs in line with process changes
People management	<ul style="list-style-type: none">• N/A
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none">• Compliance with GDPR regulations• Compliance with the Scheme of Financial, Contractual and HR delegation



The person

Essential (E) or
Desirable (D)

Knowledge, qualifications and experience	
Experience in using mass mailing systems, eg. Dotdigital, Mailchimp etc, to produce and optimise both ad-hoc and automated programmes	E
Experience in using different content management systems and creating and publishing content	E
Experience in preparing content for social media	E
Experience in writing SEO optimised content	D
Experience of editing and proofing for publication (online or in print)	E
Experience in editing recorded content, both audio and video, using Premiere Pro or similar.	E
Customer service experience	E
Knowledge of testing digital content, such as A/B testing, dynamic content etc.	D
Experience in using design tools such as Canva to create digital assets	D
Skills and abilities	
Accurate use and understanding of English.	E
Strong communication and writing skills, with the ability to express yourself clearly across different mediums and adapt to different audiences	E
Analytics reporting and analysis skills, with experience in preparing reports on communications activity	E
Ability to build good working relationships with different teams, working in a collaborative way	E
Ability to multitask and manage a busy workload	E
Ability to write in alternative voices for pre-recorded content	D
Ability to stay up to date with digital content and adapt trends to suit business needs	D

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
- Enthusiasm for learning and development and taking on new tasks
- A strong commitment to equality and valuing diversity
- Commitment to the aims and charitable objectives of the RCR
- The ability to maintain confidentiality and information security
- Commitment to the values and behaviours of the RCR
- Commitment to own continuing professional development
- Self-awareness



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 26 May 2025

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.

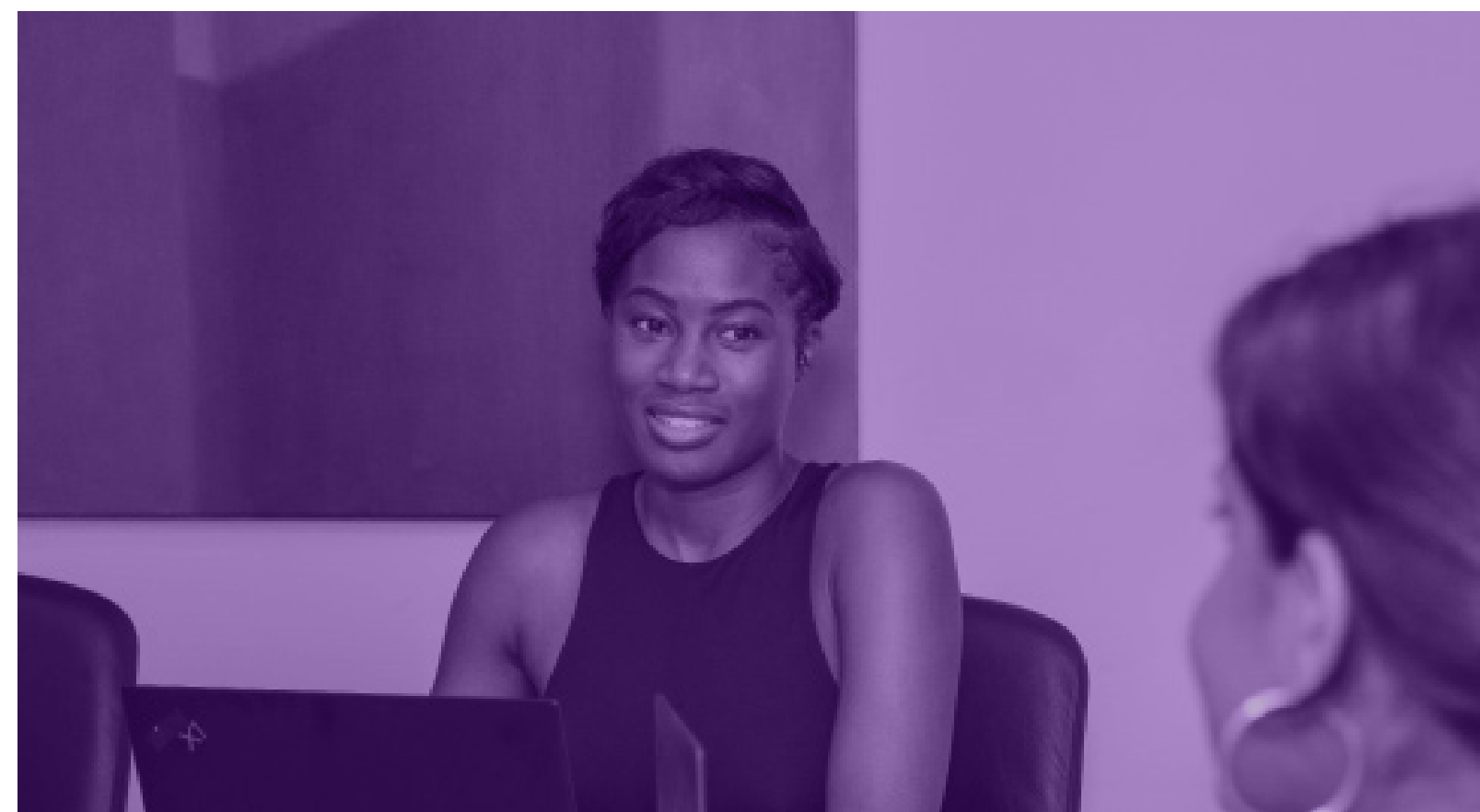
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create 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 2 June 2025.

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





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