The Royal College of Radiologists

JOB DESCRIPTION AND PERSON SPECIFICATION

Job title: Digital Content Officer
Responsible to: Digital Engagement Manager

Job purpose
A. To prepare and maintain digital materials and co-ordinate the editorial processes.
B. To develop and deliver College social media activities.

Scope and limits of authority
- Drafting and publication of a wide range of digital and social media materials
- Day-to-day website editorial functions
- Policies and procedures for accessibility and SEO
- Overall quality assurance of website content
- Leading on defined areas of responsibility for website content
- Daily editing in a timely and accurate manner of the website

Responsible for the following resources:
- Fellow and member materials
- Public and patient resources
- Ebulletins
- Social media resources
- Provision of training, support and advice to staff across the College on social media and content
- Managing tender processes within areas of responsibility
- Risk management and business continuity plans for areas of responsibility

Job tasks

A. Digital materials and editorial processes
1. Create (directly or by commissioning) edit and maintain materials to provide compelling content across the RCR’s online presences, tailored for a variety of purposes/audiences in line with the RCR’s voice, aims and key messages.
2. Set up and run editorial processes in order that content is co-ordinated, and produced engagingly in a timely manner.
3. Set up and run processes to ensure the website is up-to-date accurate and is fully functional
4. Provide guidance and training for content authors across the College as required to meet required house and content styles including CMS usage.
5. Keep up to date with digital content trends and development and share knowledge of audiences, user experience and the RCR’s communications objectives.
6. Input into the College content strategy and any related processes, including identifying content gaps and overlaps and providing suggestions to resolve these gaps.
7. Run the production, writing and despatch of monthly email newsletters (four versions), and other relevant channels (to include story generation).
8. Co-ordinate and plan email campaigns.
9. Monitor website performance, including use of Google analytics, producing reports and making recommendations as applicable.
10. Lead on and take action for web accessibility requirements, including educating teams across the College on good practice.
11. Support the website development programme as required; for example, contributing to workshops and user research, and working on content migration.
12. Work with external digital agencies to implement improvements and to fix issues on the current website when required.
13. Embed search engine optimisation and work with content web authors and others to make sure content is easily searchable by internal and external search engines.
14. Responsible for producing created audio visual material as required including developing, editing, uploading material to online platforms, and supporting Officers and staff in video production and planning according to agreed protocols
15. Co-ordinate photographing and filming of key RCR activities according to agreed protocols
16. To work with the digital team to identify ways of gathering user insights, to conduct usability testing, and to identify and implement user experience improvements on the website and other digital channels

Social media and engagement
17. Plan, structure, deliver and develop social media activities for the College that build productive relationships with Fellows, stakeholders and interested parties, and increase RCR’s visibility among new audiences
18. Working with the Media Officer and others, proactively seek and develop stories for social media and the website that engage audiences and elicit action when appropriate
19. Working with the Media Officer and others, schedule social media communications across all existing and new platforms 24/7/365
20. Write and schedule social media updates for College projects, including those that are part of larger campaigns.
21. Identify trends in social media activity and brief colleagues on how the College can best advantage of such developments.
22. Analyse statistics and user information to monitor social media performance and to evaluate the including use of Google analytics, producing reports and making recommendations as applicable.

Key working relationships
- Digital Engagement Manager
- Publications and Website Officer
- Media Officer
- External Engagement Manager
- Core website team
- SMT members
- All College Officers
- Professional Learning and Development Team
- Professional Standards Team
- External suppliers

Person specification
Knowledge and qualifications
- High standard of formal education and/or relevant professional qualification
- Knowledge of the health sector (desirable)
- Knowledge of publications editing and production processes, particularly in a digital environment.
- Knowledge of Drupal is desirable)
- Knowledge of Google analytics or another similar analytics package, and experience of producing analytics reports and using analytics to improve an organisation’s digital channels.
• Knowledge of search engine optimisation techniques and experience of using knowledge to enhance the findability of an organisation’s content via search

Experience
• Experience in a digital communications role, with a track record of producing creative, high-quality digital content
• Experience of writing, editing and proofing communications materials
• Experience of organising a busy digital content production schedule and of managing own workload, effectively prioritising tasks and meeting deadlines
• Experience of updating websites using content management systems
• Experience of using social media to help an organisation engage with and inform its audiences
• Experience as a journalist or a qualification in journalism (desirable)
• Experience of presenting complex information in an interesting and accessible way, including an understanding of what makes effective multimedia content
• Experience of working with external agencies/contacts, such as authors, publishers and designers: selecting, commissioning, briefing, reviewing work, managing contracts.
• Experience of using data and audience insight to create well-targeted, effective content
• Experience of training others

Skills and abilities
• Excellent verbal and written communications skills, including accurate use of English and the ability to proof materials for sense and accuracy
• Able to sub-edit and write concise, engaging copy for the web
• Able to create or commission high-quality audio, video and infographic content, with good understanding of what makes effective multimedia content
• Strong administrative skills and a methodical approach to handling tasks and meeting deadlines
• Able to work well independently, and to contribute well as part of a team
• Able to communicate effectively with people at all levels from the RCR’s staff to external suppliers
• Able to solve problems, propose practical solutions, negotiate with and influence colleagues across the RCR
• Strong interpersonal skills, tact and diplomacy
• Able to work collaboratively and sustain effective working relationships with diverse colleagues, partners and clients
• Able to organise their own work and time productively
• Has good IT literacy – MS Office, content management systems, Photoshop, Google Analytics, basic HTML

Personal qualities
• Excited by the possibilities presented by digital communications, with a keen interest in new developments and trends in social and digital
• Pro-active and creative, with an ability to act independently and think quickly
• Enthusiastic approach to work and a desire to achieve outcomes
• Excited by the possibilities presented by digital communications, with an active interest in new developments and trends in social and digital
• Calm under pressure
• Commitment to equality and valuing diversity and understanding of how this applies to delivery of own area of work.
• Committed to the aims and charitable objectives of the RCR.
• Committed to providing a high standard of work and continuous improvement
• Appreciates the value of diversity
• Has a proactive approach to addressing challenges
• Committed to continued learning and supporting the learning of others
• Willing to accept responsibility and opportunities appropriate for the role
• Has a flexible approach to their role and to change

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