

The Royal College of Radiologists

Candidate pack

Digital Engagement Manager



Digital Engagement Manager

Salary: £49,734 per annum, increasing to £54,968 following two years continuous employment, plus excellent benefits

Location: Central London, with flexible working

Hours: Full-time/ 35 hours per week

Contractual status: 24-month fixed-term contract

Closing date for applications: Sunday midnight 12 February

Interview date: Shortlist interviews are scheduled for 15 February and selection interviews for 22 February

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.

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

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.

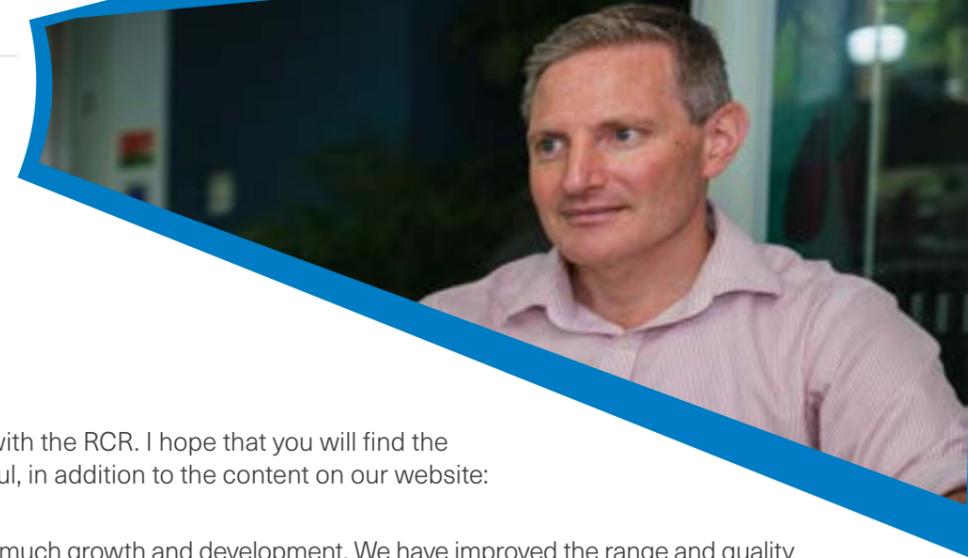
The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

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 (Council) 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 Education, Professional Practice and Business and Resources) supported by about 100 other employees.

The Communications Directorate/Marketing and Digital Team

The RCR is a great place to work. At the forefront of the health agenda, our members diagnose and treat cancer, heart disease, stroke and more, whilst leading on innovations including AI, skills mix and community diagnostic hubs. As Covid recedes and the cancer backlog rises up the agenda, our members' work and views have never been more important.

The Digital Engagement Manager has operational responsibility for digital communications and engagement within the Marketing and Digital team, including overseeing activity on our website and social media, expanding our email communications and working to develop and grow our digital content, with day-to-day management of budget, resource and planning. They will work across the team to ensure delivery of exciting and engaging content for members and other audiences and will work with the Head of Marketing and Digital to develop a long-term digital engagement strategy that puts user experience at the heart of all we do. They will also line manage two direct reports within the wider Marketing and Digital team.

We are looking for an experienced digital communications professional, with skills in developing user journeys across multiple platforms through relevant and engaging digital content. You will be practiced at working with a variety of digital tools and will be confident in championing both users and the expertise of your team as the RCR builds its digital portfolio of services.

Calm under pressure with an eye on future possibilities, you will identify opportunities to elevate our digital engagement activity, with the ambition to drive forward change and realise our goals.

Where the job fits



Job description

Job title:	Digital Engagement Manager
Responsible to:	Head of Marketing and Digital
Responsible for:	Digital Officer Social Media Officer
Contract terms and hours:	24-Months fixed term, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with the ability to work remotely for up to 60% of the working week.

The role

Overall purpose

The Digital Engagement Manager will lead on the operational delivery of our digital engagement activity alongside key digital projects including the ongoing development of the new RCR website. This role will identify and deliver high-quality content for our audiences, ensuring that we maximise the use of our digital platforms. They will work in partnership with the Communications and Brand Manager and the wider team to drive member engagement across all channels to build our global brand and increase our digital reach. They will lead on the development and delivery of our digital strategies, services and platforms to allow for continuous development and growth.

They will manage the delivery of activity across the RCR's main website, social media channels and email marketing platform, ensuring our digital presence is constantly growing and improving. They will work closely with other teams across the organisation to create a user focused portfolio of digital tools and platforms that support our members across the globe.

Main areas of responsibility

- a. Digital engagement
- b. Content and communications
- c. Digital portfolio
- d. Line management
- e. General

Responsibilities

- a. Digital engagement
 1. Oversee the day to day running of the RCR's digital communication platforms, including rcr.ac.uk, our email platform and social media channels, developing and promoting governance, standards and processes to ensure quality and consistency for our audiences.
 2. Develop a strategic approach to digital activity for the RCR, ensuring it meets our vision, priorities and values and managing the delivery of this.

3. Support and manage the delivery of upgrades and changes to our key digital platforms to ensure they stay fit for purpose.
4. Drive forward the ongoing development of the new RCR main website, including personalisation tools, working with the Website Project Manager, Digital Officer and other colleagues to enable this.
5. Drive forward the ongoing development of our email platform, including automation and integration with our CRM.
6. Support the ongoing growth of our social media platforms and content.
7. Establish an insight-led approach to digital engagement, critically reviewing our analytics and ensuring we are measuring the right data with the right tools
8. Routinely seek feedback from our audiences to understand how they engage with our content, using this to drive improvement.
9. Support the Head of Marketing and Digital in the development of a digital engagement strategy.
10. Manage external relationships with suppliers and partners for digital services.
11. Management of all digital planning, tools, reporting and budget.

b. Content and communications

12. Lead on the continuous development of effective digital content, including multimedia, to engage and inform our audiences, using insight to guide decision making.
13. Work in partnership with the Communications and Brand Manager to ensure a joined-up user experience and effective engagement and marketing delivery across all channels.
14. Support the implementation of the RCR content strategy across the new website, ensuring delivery of high quality, engaging and informative content across the site.
15. Support the Social Media Officer to develop and deliver the social media strategy, looking to increase engagement on these channels.
16. Oversee the growth and strategy of video and audio content for the RCR across our channels.
17. Lead the team in developing creative digital marketing and communications campaign techniques, using a broad range of tools and mediums
18. Ensure adherence to RCR brand and tone of voice across our digital channels

c. Digital portfolio

19. Take responsibility for staying up to date with digital products and techniques, ensuring the RCR digital systems continue to evolve in line with audience need.
20. Lead on developing and growing the RCR's digital presence, providing expertise on the relevant tools available and advising staff accordingly.
21. Support the strategic integration of our website with our other digital platforms and systems, including the CRM, exam and learning management systems; working with colleagues across the RCR to ensure a joined up, efficient and positive user experience across our services.
22. Embed a digital first approach across the RCR and equip colleagues with the right skills and understanding to raise engagement with their content and make the most of the tools available.

d. Line Management

23. Lead, motivate, performance manage and develop the Social Media Officer and Digital Officer.

24. Promote effective communication between members of the marketing and digital team of the wider Communications Directorate and other relevant members of RCR staff and stakeholders.

25. Manage records (attendance and absence) of direct reports using the RCR's electronic HR system.

e. General

26. Providing support and cover for delivery of BAU to direct reports as required.
27. Ensuring that our processes are clear and appropriate and that we meet all our responsibilities around data protection, GDPR and other regulations
28. Managing budgets, reforecasting, negotiating with suppliers, and ensuring that best value is achieved
29. 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.
30. Maintain and manage records in accordance with RCR's data protection policy and guidance.
31. Maintain documentation on all activities carried out

Key working relationships

Internal working relationships

- Head of Marketing and Digital – reporting to
- Communications and Brand Manager – works in partnership and collaboration with
- Website Project Manager
- Executive Director and communications staff – share knowledge, advise on digital activity
- Learning team – collaborative working
- IS team – collaborative working
- Exams team – collaborative working
- Managers and teams across the RCR
- RCR Officers – share knowledge, discuss external messaging

External working relationships

- Royal Colleges' digital communications professionals
- Suppliers of our key platforms



Scope and limits of authority

Decision making level	<ul style="list-style-type: none"> Management of RCR digital platforms Management of projects within areas of responsibility
Financial resources	<ul style="list-style-type: none"> Budget will vary year on year Managing budgets for digital tools and external platforms
Other resources	<ul style="list-style-type: none"> Maintaining information resources relating to all areas of responsibility
People management	<ul style="list-style-type: none"> Direct management of two officers
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> Ensure activities are compliant with data protection Ensure appropriate licences are maintained for all team activities

“RCR is an inclusive, supportive employer which endeavours to provide staff with platforms to grow and succeed”



The person

	Essential (E) or desirable (D)
Knowledge, qualifications and experience	
Technical knowledge of websites, including CSS and HTML	E
Knowledge of google analytics and other measurement tools and their uses	E
Experience using content management systems and working with external providers on development	E
Experience managing websites, social media and bulk email platforms	E
Experience in project managing digital transformation, integration and development work.	D
Experience developing digital content and campaigns	E
Experience working in a membership organisation	D
Previous line management experience, particularly leading a small team	E
Skills and abilities	
Accurate use and understanding of English.	E
Ability to interpret data and use them to inform business decisions	D
Clear and confident communicator, including: <ul style="list-style-type: none"> Oral and presentation skills Copywriting and content creation Reporting 	E
Skilled at building effective stakeholder relationships and managing suppliers	E
Understanding of marketing principles and ability to apply these digitally	D
Sound understanding of UX and UI principles	D

Other Requirements

- Candidates must have the right to work in the UK to be able to apply for positions at the RCR.
- 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
- Significant knowledge and experience in GDPR, data protection etc
- Enthusiasm for learning and development and taking on new tasks.
- Supportive manager who can coach and mentor to drive result.

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

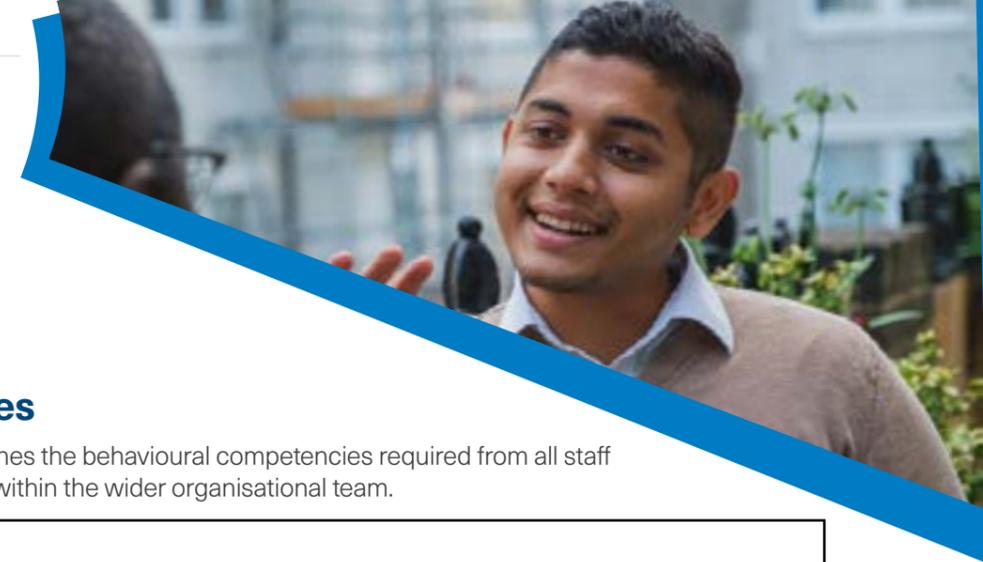
The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

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 employer pension contribution of 15%, with a minimum 5% contribution from staff. 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.

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



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](#).

How to apply

The closing date for applications is midnight Sunday 12 February 2023.

Please submit a CV and a covering letter, 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.

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 15 February 2023.

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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[@RCRadiologists](#)

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“
**Culture is unmatched. One of the
best organisations I've had the
opportunity of working with”**