

Job description

Job title:	Senior Digital Content Editor (12-month fixed-term contract)
Grade:	3a
Department:	External Affairs and Engagement
Responsible for:	<i>n/a</i>
Accountable to:	Digital Manager

Job summary

This is a key role in an exciting project to relaunch the Royal College of Surgeons of England's website. We are looking for an enthusiastic and organised content specialist with excellent writing and editing abilities to independently deliver several content creation workstreams, working with stakeholders across the College. This is a 12-month fixed-term role that will cover a critical phase of project delivery, from content production through to the website build and into post-launch reporting and optimisation.

The post holder will be responsible for the delivery of these workstreams. They will report on progress, write and edit copy, and oversee content owners' work to create high-quality website copy that communicates our College brand, products and activities. With the support of the Digital Manager and wider project team where needed, the person in this role will draw on their experience of audience-first digital content delivery and data analytics to make decisions, sign off on content and engage content owners to take ongoing ownership of their content following launch.

Specific duties and responsibilities

Deliver a high standard of content for the new website

- Be responsible for the final delivery of content written to a high standard, in line with our new brand guidelines and the content model developed for the new website
- Confidently proofread, edit and provide feedback on work from colleagues and other teams to ensure it meets the standards above
- Take ownership of some content creation from start to finish: researching and planning, writing and editing
- Take a leading role in ensuring our new brand tone of voice is applied consistently across the website
- Build and test pages in the new CMS, raising issues and suggesting changes as needed to ensure excellent user experience and accessibility



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Make data-led decisions around content creation

- Lead on keyword research and assignation with a strong grasp of content SEO and GEO principles to ensure our content is developed to answer real users' search interest
- Use analytics and SEO reporting tools to understand the performance of live content and identify opportunities for improvement

Manage website content production workstreams with colleagues across the College.

- Work with representatives from teams across the College to coordinate delivery of final, website-ready content
- Provide clear, detailed and user-friendly writing briefs that are aligned with the content model and agreed site architecture for the new website
- Create and maintain realistic content delivery timelines with content owners and stakeholders across the College
- Proactively follow up and adapt timelines as necessary to ensure the timely delivery of planned content

Train and support content owners in applying digital best practices, our new brand guidelines and the content model for our new website

- Develop positive working relationships with staff and key stakeholders
- Provide website content creation training, feedback and support as needed to content owners across the College, with support as required from the Digital Manager and project team
- Guide content owners on using Copilot or other College-approved generative AI tools to support the creation of first drafts
- Advise on UX principles to improve the structure, accessibility and performance of website content
- Guide and champion SEO best practice in a clear and accessible format for non-specialists

This job description is subject to review in light of changing circumstances and may include other duties and responsibilities as determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.



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Person specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Digital content marketing qualification or equivalent experience 	<ul style="list-style-type: none"> UX qualification SEO content qualification
Experience and skills	<ul style="list-style-type: none"> 3+ years' experience planning, writing and delivering search-optimised website content Excellent English writing ability and a meticulous eye for detail Experience coordinating others to deliver website content production projects Training junior colleagues or others less experienced with digital content on best practice Extensive website content writing and editing experience Excellent organisational skills In-depth experience with website CMS Experience researching complex concepts and communicating them in a clear written format Experience reporting on website content performance using Google Analytics four Experience in SEO reporting and keyword research 	<ul style="list-style-type: none"> Familiarity with Umbraco CMS Prompt writing for Microsoft Copilot Experience creating written content for higher education or healthcare organisations Delivering training or workshops in a group setting for stakeholders
People and interpersonal skills	<ul style="list-style-type: none"> Excellent verbal and written communication skills, including the ability to present complex information clearly and to adjust delivery to suit audiences Ability to manage a complex workload with multiple workstreams Ability to manage relationships with a range of people of varying seniority Team player, with the confidence to share expertise and ideas with stakeholders 	



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The post holder will also need to demonstrate the following values:

<p>Collaboration</p>	<p>We embrace our collective responsibilities working collaboratively and as one college.</p> <ul style="list-style-type: none"> • We work together, using our collective expertise and experience to effect positive change • We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments • We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work
<p>Respect</p>	<p>We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.</p> <ul style="list-style-type: none"> • We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others • We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team
<p>Excellence</p>	<p>We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.</p> <ul style="list-style-type: none"> • We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve • We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work • We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to race/ethnicity, nationality, religion, pregnancy, marital status, sexual orientation, gender identity/expression, age and disability.



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