

JOB DESCRIPTION

POST:	Digital Communications Officer
DEPARTMENT:	External Affairs: Digital
RESPONSIBLE FOR:	N/A
RESPONSIBLE TO:	Head of Digital
BAND:	3a

JOB SUMMARY

The Digital Communications Officer will support the Head of Digital to deliver a wide range of integrated digital communications so that the College may inform, engage and influence its stakeholders in line with our strategic priorities whilst continuing to raise our profile.

The postholder will be expected to develop, implement and evaluate digital communications; manage projects to ensure that work is completed on time, within budget, and to high standards; and act as a brand guardian for online communications. This post requires management of relationships with a range of members, stakeholders and suppliers and providing digital expertise to communications campaigns.

SPECIFIC DUTIES AND RESPONSIBILITIES

1 Website and social media management

Responsible for:

- Writing, editing and proof-reading material for online communications to an excellent standard, ensuring consistency and compliance with quality standards, branding, design, accessibility and textual style guidelines
- Ensuring that the College's priority of having a greater influence and voice for surgery are properly reflected across the website
- Overseeing social media activity across the college's social media channels - providing advice and measurement where required
- Producing regular web analytics to assess whether the digital activity is on track to meet key performance indicators
- Helping trouble-shoot members' enquiries to provide a positive digital experience.

2. Digital skills

Responsible for:

- Identifying and trialling advantageous digital technology that could enhance the College's online presence
- Acting as an advocate for digital skills development in the College
- Implementing digital marketing tools to extend the College's reach and increase revenues
- Training users as appropriate in the optimal use of digital tools and channels, as well as embedding a culture of using analytics to influence activities and performance.

3 Project management

Responsible for:

- Working closely with consultants, staff and IT project managers on the implementation of new web services
- Running digital projects and campaigns within the college, ensuring timely and effective delivery
- Working alongside the Head of Digital to ensure resilient technical support for the websites is in place

4 Digital strategy

Responsible for:

- Working with the Head of Digital to communicate and implement a four-year digital strategy for the College
- Support in the development of evaluation activities to guide and inform the success of the digital strategy.

General

- The post-holder is expected to represent the College in a professional manner in relation to his or her responsibilities and in ensuring their own continuing professional development.
- Undertake such duties appropriate to the grade, as required by the Director.

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

The Royal College of Surgeons of England is an Equal Opportunities Employer.

All College employees are responsible for records held, created or used as part of their work for the College including patient/client, corporate and administrative records whether paper-based or electronic, which also includes emails. Records should be managed and stored appropriately and should in all cases comply with the requirements of the Data Protection Act 2018 and the General Data Protection Regulation. Employees should have read and understood the College's Data Protection Policy and Records Management Policy and should follow all agreed records management and data protection procedures, seeking advice where necessary.

25 July 2019

PERSON SPECIFICATION

POST: Digital Communications Officer

ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Education/Qualifications <ul style="list-style-type: none">• A degree or equivalent qualification or a proven track record in a similar role	Education/Qualifications <ul style="list-style-type: none">• Digital marketing or other similar qualification from an industry body
Experience/Knowledge <ul style="list-style-type: none">• Significant experience creating and sub-editing information simply and clearly in an engaging style in an online environment• Use of web and social media to run communications campaigns• Website management• CMS experience• HTML writing and troubleshooting• Training staff on social media and other digital media	Experience/Knowledge <ul style="list-style-type: none">• Healthcare, charity or membership sector digital comms experience• Managing relationship with suppliers• Understanding of other web technologies such as CSS• Understanding the full lifecycle of website production
Skills <ul style="list-style-type: none">• Ability to influence and persuade, adapting personal style to build strong professional relationships• Good communicator of technical and creative concepts• Customer/client focussed approach• Good facilitation skills, engaging and encouraging contributions• Confident in presenting to groups across different levels and disciplines	Skills <ul style="list-style-type: none">• Facilitation of training sessions• Multimedia and image preparation

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

Diversity - we value ***diversity*** and treat each other with respect.

- I listen effectively and treat each person as an individual
- I value people with different skills, expertise and knowledge to myself
- I ensure that everyone I meet feels welcomed at the college
- I trust the people I work with and know they will work to their best ability
- I am inclusive and build good relationships with everyone I work with
- I take time to understand different views to myself for the sake of the college

Improvement - we seek continuous ***improvement***, and improvement requires change.

- I use my expertise to question, challenge and improve the way we carry out our tasks
- I identify opportunities to innovate and present ideas to improve our products and service
- I am open and positive to new ideas and ways of working which help the college
- I adapt to change positively
- I help my manager communicate change to others
- I learn from my mistakes and do things differently as a result

Responsibility - we take personal ***responsibility*** for all we do.

- I set challenging goals for myself
- I deliver what I say I will deliver
- I take informed decisions which are within my control and hold myself accountable for them
- I take initiative and am proactive in all I do
- I constantly work to the best of my ability
- I work with integrity in the best interests of the College and its priorities

Collaborative - we are ***collaborative***, both across the College and with our stakeholders across the world.

- I build positive relationships with the people I work with
- I work collaboratively with others to deliver exceptional performance
- I always work for the greater good of the College
- I highlight behaviours which are inconsistent with the College standards
- I consistently live the College values
- I involve others in key decisions I take at work

Prudent - we are ***prudent*** in our use of resources.

- I deliver excellent work and customer service with the resources available to me
- I am efficient with the resources I use
- I find effective solutions to problems
- I escalate issues quickly when resources are stretched

- I prioritise my work effectively
- I follow the rules at work so that I minimise risks to the College

Professional development - *we are committed to personal **professional development** that benefits the individual and the College.*

- I seek learning opportunities for my personal and professional development
- I support, encourage and help my colleagues to develop
- I put my learning into practice in my role
- I ask for regular and honest feedback on my performance and learn from what is said
- I create opportunities to share my knowledge within and across teams
- I know my areas of expertise and convey this with confidence to my colleagues

The appointment is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for shortlisting and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.

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