Digital Communications Officer

Who are we?
Founded in 1807, we are the oldest geological society in the world. Today, we are a world-leading communicator of Earth science – through publishing, library and information services, cutting-edge scientific conferences, education activities and outreach to the general public. We also provide impartial scientific information and evidence to support policy-making and public debate about the challenges facing humanity.
We have a membership (Fellowship) of c. 12,000, more than 2,000 of whom are based outside the UK. Approximately 3,000 are Chartered Geologists or Chartered Scientists - professionals who have demonstrated a high level of technical competence in their field and a commitment to professional ethics.

Our strategy ...

🔬 Advance multidisciplinary Earth science to inform global issues

🌍 Be the inclusive and collaborative home for UK Earth scientists and increase our international orientation

🏅 Support professional development, careers and education in Earth science

🖥️ Become a dynamic and responsive organisation with a strong digital identity

The essentials ...

- Permanent, full-time
- £29,000 - £35,000 (depending on experience)
- Hybrid working with weekly commuting to our London office

What you'll be doing ...
The post-holder will serve as social media manager, overseeing the Society's social media accounts, and contributing to the maintenance and effectiveness of the Society's other key digital communications channels such as our newsletter and website. They will support the Society's Web Manager with content sourcing and webpage creation for the Geological Society's website (www.geolsoc.org.uk) and newsletter, sent to around 11,000 subscribers.

Overall responsibilities / requirements ...
The post-holder will be responsible for implementing the Society's broader communications strategy, and work closely with colleagues across the organisation to develop communications outputs that further the Society's mission and ensure communications content is current, coherent and comprehensive.

The Digital Communications Officer will be responsible for developing and delivering dynamic digital content to inform, engage, and motivate diverse audiences, helping to raise awareness of the Geological Society's work. The role will ensure a consistent voice across social media, websites, and email communications to enhance visibility, strengthen member and stakeholder engagement.

Social Media

- Act as Social Media Manager – leading on oversight of the Society's social media accounts (Facebook, YouTube, Instagram, and LinkedIn) – with responsibility for implementing our social media strategy in line with the Society's wider
- communications strategy.
- Leading on daily activity across social media platforms, identifying and proactively pursuing opportunities for storytelling and engagement.
- Managing quality and consistency of content created by the Society's wider social media contributors' group.
- Ensure that the Society's social media accounts confirm to visual branding and in-house style and train other users and contributors as required.

Website

- Support with the maintenance and development of our websites including sourcing, managing and formatting images, copy, videos, resources and links.
- Supporting stakeholders with website design and content management, prioritising UX and website performance.

Newsletters

- Manage contributions and edit material for the Society's email newsletters.
- Track and report on newsletter performance.

Campaigns and content creation

- Creation of engaging, accessible, innovative and inclusive digital content to promote The Geological Society activity such as social media campaigns, news posts, articles, case studies, infographics, images, videos and blogs.
- Filming, photographing, creating, and scheduling organic and paid digital media content to increase our reach and build influence on digital platforms.
- Collaboration with internal and external stakeholders to communicate impactful, person-centred stories from across the geoscience community, including supporting the wider Society staff team and stakeholders with a variety of digital content projects.
- Source and manage images and produce graphics in accordance with Society branding and relevant permissions requirements for use across digital media.

General

- Staying up to date with the latest trends, innovations and practices in digital communications and website management.
- Utilise analytics to assess the effectiveness of digital communications efforts, making data-driven improvements, and horizon scanning for emerging digital innovations to enhance engagement.
- Maintaining The Geological Society's brand identity across our digital channels.

What we're looking for ...

Essential

- Proven experience of working with digital communications channels, including managing and sourcing of content for social media.
- Excellent time management and ability to work to deadlines, prioritising work accordingly.
- Excellent written and verbal communication skills along with high levels of attention to detail.
- Experience creating graphics, editing images, and with planning, delivering and tracking the impact of digital campaigns.

Desirable

- Geoscience background or experience working in science communication.
- Experience using analytics platforms to understand digital content performance e.g. GA4, Hotjar, Fathom, Hootsuite.
- Ability to work with both internal and external stakeholders of varying digital experience.
- A good understanding of copyright and permissions, specifically in relation to visual or digital media.
- Experience with Meta Business, Umbraco, Adestra, or Adobe Creative Suite or Affinity.
- Experience working with brand guidelines.

A bit about us ...

The Geological Society is a registered charity and employs just over 50 staff at its offices in London and Bath. Our London office is situated in the beautiful London hotspot of Piccadilly in Burlington House, just next door to The Royal Academy.

As an employee conscious company, we invest in our staff by emphasising training, growth and progression in every role. We firmly believe in creating a positive workplace wellbeing culture and offer a range of benefits to our staff including:

- 25 days basic holiday entitlement you start, increasing up to 30 days with continued service (pro-rated for part-time staff)
- Option to purchase up to 2 days extra holiday days per year
- Contributary pension scheme with 10% employer contribution
- Access to 24/7 online GP with mental health & wellbeing counselling
- Free premium Headspace account for you and 2 members of friends/family
- Discounts and recognitions scheme
- Cycle to Work scheme
- Season Ticket Loan scheme
- Life Assurance and Income Protection schemes
- Free access to Royal Academy exhibitions
- Free Geological Society Fellow membership for qualified staff

The Society is committed to fostering an inclusive culture that promotes equality, values diversity and maintains a harmonious inclusive environment in which the rights and dignity of all its members visitors and staff are respected. We are an equal opportunities employer and the post-holder will be expected to adhere to and support the Society's commitment to diversity, equality and inclusion.

How to apply …

To apply for this position, please forward a copy of your CV together with a cover letter to recruitment@geolsoc.org.uk. Please ensure that your cover letter highlights your experience in no more than 500 words.

As part of our inclusive recruitment initiative, we have introduced the concept of anonymous recruiting in order to evaluate applicants solely on their skills and experience. With this in mind, we encourage you to:

- Anonymise your application by stating only your initials in your CV (including your file name) and cover letter.
- State your initials only in the subject line when sending your application.
- Ensure that you have included your contact email and number, as well as dates when you will not be available or might have difficulty with the indicative timetable.

Please let us know if you will require any special provisions to be made should you be called for an interview. We regret that unsuccessful candidates will not be contacted.

All applicants must have the right to work in the UK.