

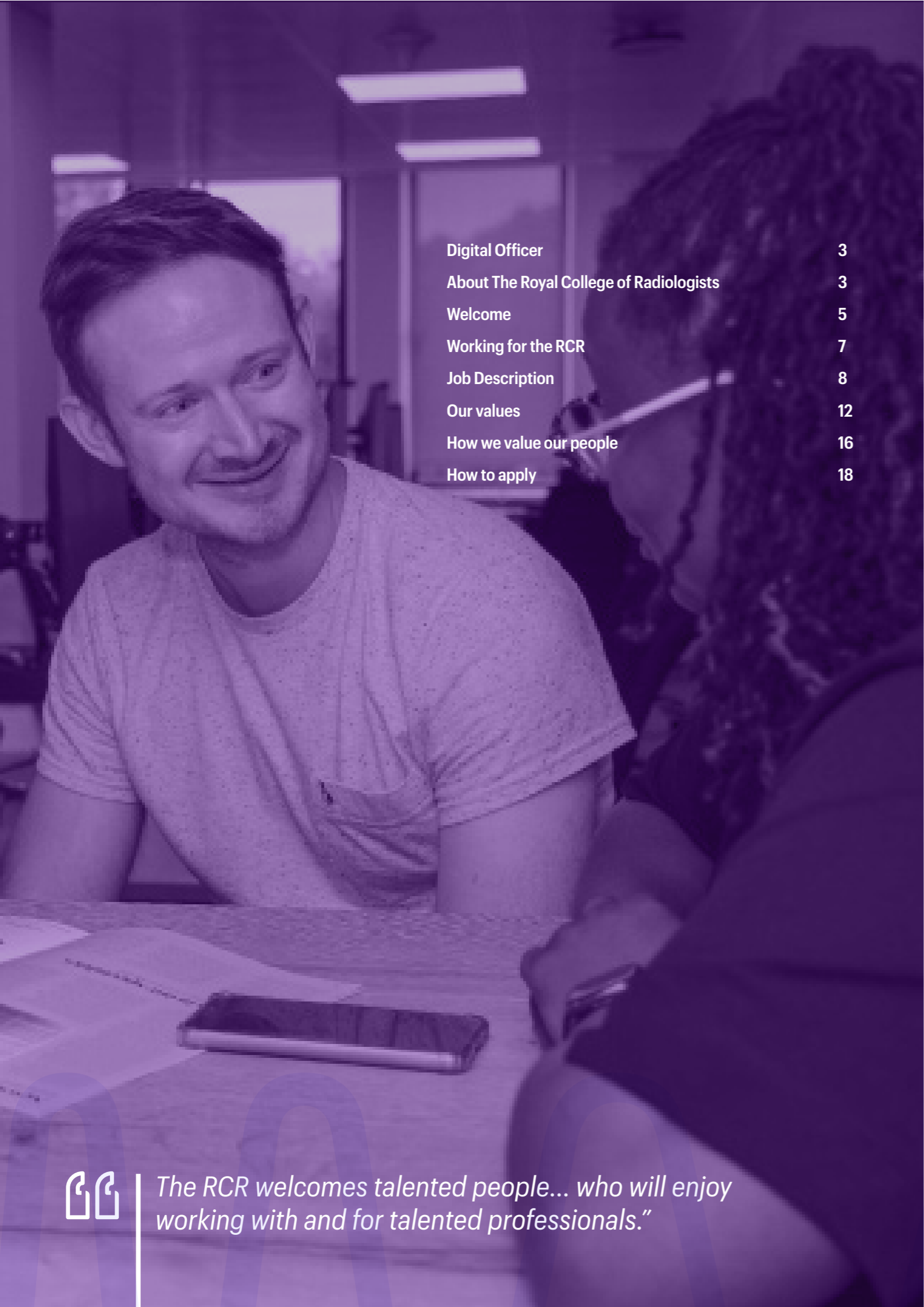


# The Royal College of Radiologists

## Digital Officer



The Royal College of Radiologists



Digital Officer	3
About The Royal College of Radiologists	3
Welcome	5
Working for the RCR	7
Job Description	8
Our values	12
How we value our people	16
How to apply	18



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

## Digital Officer

Salary:	£42,860 - £47,371 per annum dependent on experience, plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	6 month fixed term
Closing date for applications:	23:59 1 September 2024
Interview date:	Shortlist interviews are scheduled for 5 September and selection interviews are scheduled for 12 September 2024.

## 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.



## 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](http://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](http://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 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 Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

The Digital Officer will report into the Head of Marketing and Digital and will be key in driving forward the development of the RCR's websites and wider digital communications. The role will lead on developing a digital first approach and ensuring we put the experiences of our members and audiences at the heart of our work.

### The Communications Directorate/Marketing and Digital Team

The Marketing & Digital team is an established team at the RCR bringing together all the organisation's marketing activities into one team. Our aim is to help build an outward-looking organisation that helps raise the profile of radiologists and oncologists in the UK and around the world, supporting teams across the RCR to shape their work in line with the organisational strategy.

#### Where the job fits





# Job description

Job title:	Digital Officer
Responsible to:	Head of Marketing and Digital
Responsible for:	N/A
Contract terms and hours:	6 month fixed-term, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working

## The role

### Overall purpose

The Digital Officer is responsible for the development, maintenance and quality assurance of the RCR's presence across all digital platforms

### Main areas of responsibility

• Website • Communications • Content and Creative • General

#### Responsibilities

##### a. Website

1. Lead on the development of the RCR's website and wider digital presence ensuring a digital first approach on all activities.
2. Provide day to day support across the website and membership portal, liaising with internal teams and external agencies on a regular basis to resolve issues in a timely manner.
3. Be the champion for accessibility across all digital platforms, making recommendations and implementing policies and processes to ensure best practice standards are met.
4. Lead on UX and SEO recommending approaches to improve the presence of the RCR in line with the organisation's strategic objectives, liaising with internal teams and committees where appropriate to advise and guide.
5. Monitor the quality assurance of the content on the website, making recommendations and improvements as required.
6. Provide guidance and training on using the CMS for content leads across the organisation ensuring adherence to house style and standards.
7. Provide regular analysis of website performance against KPIs using analytics platforms, making, and implementing, recommendations where appropriate.

##### b. Communications

8. Lead on member email communications and campaigns, liaising with colleagues across the organisation to ensure communications are timely, co-ordinated and engaging.
9. Collate regular reports to monitor the performance of digital communications using data to drive open rates and guide future developments.
10. Undertake audience segmentation to improve development and targeting of member communications.

11. Working closely with colleagues in the Marketing & Digital team repurpose existing content and publications for use across a range of digital platforms in line with the overall communications plan.
12. Create or contribute to communications plans for specific campaigns or events
13. Ensure digital communications are consistent with the RCR brand, identity and house style
14. Identify opportunities to communicate and enhance the value of RCR membership

##### c. Content and Creative

15. Design and produce audio-visual material, graphics and digital artwork as required, liaising with colleagues to plan and produce.
16. Support colleagues with video production, planning and uploading according to agreed protocol

##### d. General

17. Provide training and support to colleagues on digital content creation and maintenance, providing recommendations for digital best practice
18. Maintain records and prepare reports or statistics requested by colleagues relating to the RCR website, or email communications
19. Maintain and manage records in accordance with the RCR's data protection policy and guidance
20. Follow the appropriate procedure for handling invoices and expenses
21. Maintain documentation on all activities carried out
22. Undertake such other duties appropriate to the level of the postholder's qualifications and experience as may be required by the RCR from time to time

## Key working relationships

### Internal working relationships

- Social Media Officer – working closely with and providing mutual cover when necessary
- Marketing & Digital team – collaborating, providing insights and supporting/covering where necessary
- Communications directorate – advising on campaigns to ensure digital first approach
- The elected Officers – providing information, guidance and support.
- Website content leads – working collaboratively and providing guidance and support.

### External working relationships

- External suppliers – website management and analysis
- Web developers – liaising regarding new developments
- Other royal colleges – collaborative working on digital campaigns



## Scope and limits of authority

Decision making level	<ul style="list-style-type: none"> <li>• Delivery of projects within areas of responsibility – policies for digital content on a variety of platforms including, email communications and the website.</li> <li>• Technology for digital content production.</li> </ul>
Financial resources	<ul style="list-style-type: none"> <li>• Monitoring spend within agreed budget for digital resources.</li> </ul>
Other resources	<ul style="list-style-type: none"> <li>• Fellow and member materials, including faculty update and member benefits emails.</li> <li>• Audio-visual and graphic resources.</li> <li>• Policy, SOPs, guidance documents and reports relating to areas of responsibility.</li> </ul>
People management	<ul style="list-style-type: none"> <li>• N/A</li> </ul>
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> <li>• Ensure digital content and communications are compliant with data protection, copyright, intellectual property rights and the RCR's equality and diversity policy.</li> </ul>



## The person

Essential (E) or  
Desirable (D)

Knowledge, qualifications and experience	
Experience of managing websites using content management systems with an excellent understanding of the principles of web accessibility, UX design and SEO.	E
Excellent understanding of best practice for digital design and communications, including writing for the web and up to date with digital content trends.	E
Understanding of using Google Analytics, Tag manager and tracking URLs to provide insights to the wider organisation.	E
Experience using marketing automation platforms such as MailChimp and CRM databases including Microsoft Dynamics	E
Experience working with external suppliers to commission digital content or photography	D
Skills and abilities	
Accurate use and understanding of English.	E
High level oral and written communication skills, including ability to explain complex issues clearly in writing and orally and ability to adapt style to different audiences	E
Effective level interpersonal skills, including ability to work collaboratively and build and sustain effective working relationships with a diverse range of colleagues, partners and stakeholders at all levels.	E
Ability to use initiative, identify improvements to ways of working and suggest solutions to problems	E
Ability to work effectively within the team, working collaboratively with colleagues to deliver tasks and projects, understanding how to prioritise appropriately.	E
Ability to create and edit AV content, optimising for different digital platforms (e.g. social media , website or email) using Adobe Creative Cloud.	D

### Other Requirements

To be able to apply candidates must be able to also fulfil the following requirements:

- Must have the right to work in the UK.
- Commitment to equality and valuing diversity and understanding of how this applies to delivery of own area of work
- Commitment to the aims and charitable objectives of the RCR
- Self awareness
- Enthusiasm for learning and development and taking on new tasks
- Committed to own continuing professional development
- Demonstrable commitment to providing a professional customer service to colleagues, members and stakeholders
- Ability to maintain confidentiality and information security in line with our data protection policy and guidance



## 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 excellent employer pension contribution. 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.

### 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**.



*Great purpose, great people, great working environment and clear direction of travel."*







# How to apply

The closing date for applications is 23:59 1 September 2024

Please submit a CV and a covering letter of no more than a page and half, 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.

The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity **Values & strategy | The Royal College of Radiologists (rcr.ac.uk)**

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 5 September 2024.

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

The Royal College of Radiologists  
63 Lincoln's Inn Fields  
London WC2A 3JW

+44 (0)20 7405 1282  
enquiries@rcr.ac.uk  
www.rcr.ac.uk  
@RCRadiologists

A Charity registered with the Charity Commission No. 211540  
© The Royal College of Radiologists, November 2023.

