

# RSL

## Digital officer Application Pack



### Literature for all

A charity that celebrates writing of all kinds, and supports writers and readers at every stage.



# Who we are

The Royal Society of Literature (RSL) is one of the oldest learned societies in the UK, and Britain's charity for the advancement of literature. It was founded in 1820 'to excite literary talent and reward literary merit.' Two hundred years on, we continue to meet these ideals, through a growing array of work, underpinned by our Fellowship of nearly 700 writers, selected by the writing community, which seeks to showcase and celebrate the finest voices in UK literature.

Our vision is of a world in which everyone has access to literature in its many and various forms; everyone can feel that literature is 'for them'. Our mission is to widen engagement with, and access to, literature through innovative programmes, supporting readers and encouraging writers at all stages of their journey.

The RSL acts as a voice for the value of literature, works to engage the public in literature, and honours and encourages writers at all stages of their careers. In our public events, awards and prizes for writers at all stages in their careers, and engagement programmes with young people and in prisons, the RSL demonstrates the ways in which literature shapes society, and that it can change an individual life.





# What we do

The Royal Society of Literature (RSL) celebrates and supports writing of all kinds. We are a charity for writers and readers throughout their literary lives.

We're led by writers and we believe that all literature matters. We celebrate the achievements of authors. We provide writers at all stages of their careers with the tools and resources they need to write. And we give readers access to the best writers from around the world.

## Awards and prizes

We manage a wide portfolio of awards and prizes for writers at all stages of their careers and working across all forms. From open calls for literary projects to mentoring schemes, we provide financial support to ensure writers are rewarded for their work.

## Events

We run a world-class events series, exploring a range of subjects. We work with partner organisations to deliver an international programme, both online and in person, with much of the content available for anyone to view for free.

## Engagement

We work with schools and prisons because everyone should have access to books. We produce resources for young people and run workshops to inspire them to create their own work. We also promote books and the pleasure of reading in prisons.

## Fellowship

We are led by our Fellowship, currently made up of nearly 800 Fellows and Honorary Fellows. Together, they represent some of the best, most exciting, and most influential voices in contemporary UK literature and are at the heart of all we do.

# Our impact

*‘Storytelling is embedded in our DNA as human beings – it is sewn into the narrative arc of our lives, it is in our relationships, desires and conflicts, and it is the prism through which we explore and understand ourselves and the world in which we live. Literature is not a luxury, but essential to our civilisation.’*

Bernardine Evaristo, RSL President

## 2023 at a glance

**78,000**

followers on social media

**£70,000**

given in grants, awards and prizes

**101**

writers supported through paid commissions and fees

**62**

new Fellows and Honorary Fellows elected

**25**

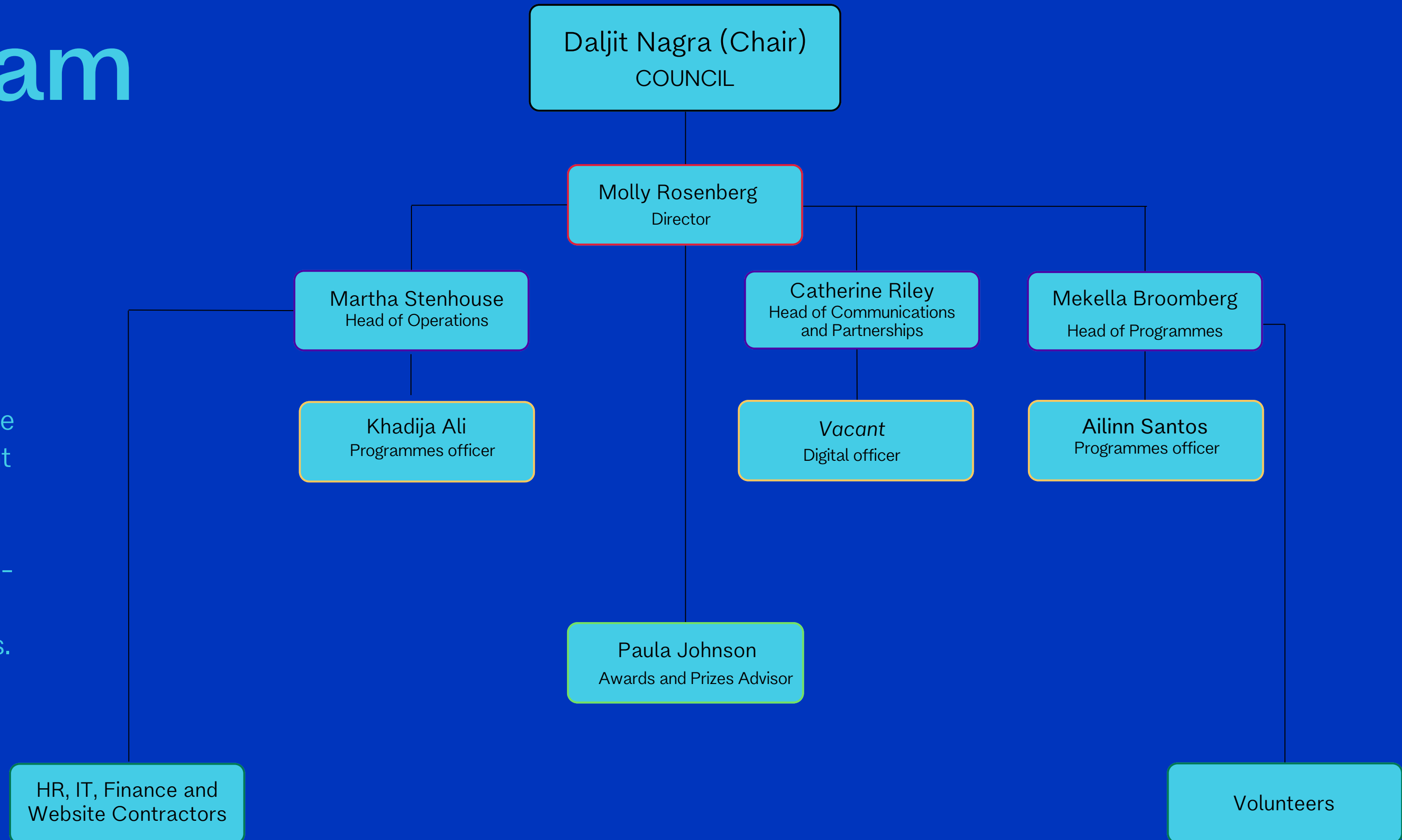
events (in person and virtual) for readers

**1615**

award entries/applications received (and read by our amazing team of first readers, as well as our judging panels)

# Our Team

The RSL team is a group of passionate and dedicated staff and trustees who bring together a wealth of experience from the charity and cultural sectors. We have a small number of permanent staff, who are supported by freelancers who help us deliver our activities, and sub-contracted companies who provide professional services.



# Literature for all

The RSL team is led by an ethos of respect and compassion for each other and the communities we work with, and these values are reflected in everything we do. We believe literature is for everyone, people of all ethnicities, gender identities, disabilities, cultures, religions/beliefs, sexual orientations or ages. We are a queer/female-led team that is dedicated to building a diverse, inclusive and authentic workplace. We are committed to being a welcoming and inclusive organisation and as such, we encourage applications from people under-represented in the creative industries, particularly candidates from the global majority, and disabled candidates.

We work to remove historic, systemic and potential barriers in all our activities and we are addressing this in our recruitment practices in the following ways:

- We use application forms instead of CVs and cover letters in order to give candidates the space to tell us about their experiences in a less rigid format, as we understand that people will have taken different routes to us
- We run an anonymous recruitment process, so that the people reviewing applications will not see any applicants' personal details
- We don't offer unpaid placements and pay the London Living Wage as a minimum for our entry-level positions
- We always list the salary of roles, which are within a set range according to job level
- We don't ask for salary history as this perpetuates historical pay inequality
- We don't require candidates to have university degrees
- We send interview questions in advance
- We operate a hybrid working schedule with a mixture of work in the office and at home
- We provide documents in different formats and can make reasonable adjustments to the interview process, and work arrangements for disabled candidates.



## Digital officer

**£26,000-£28,000: Permanent, full-time, Monday-Friday**

Reporting to the Head of Communications, your work will contribute to the RSL's communications and audience development.

Following recent updates to the RSL's websites and branding, this is an exciting time to join our team and help to diversify the RSL's growing programme of work, led by principles of experimentation, inclusivity and accessibility.

As well as sharing vital aspects of our work with the public and partners, you will bring a sense of fun to our social media channels, feeling confident to inject personality into developing the tone and voice of the organisation.

This is a busy, varied, fun and rewarding role, where you'll get to work independently while being supported by the rest of the team.

## Key tasks

**CONTENT CREATION AND DELIVERY** - we want you to create exciting and engaging content

- Run the RSL's social media accounts, engaging with our audiences to increase reach, interaction and awareness
- Create engaging content (images, video, gifs etc) to broaden reach of RSL's activities across existing and new social media channels
- Lead the RSL's direct digital marketing to Members, Fellows and subscribers, growing audiences and ensuring GDPR compliance
- Work with the RSL Programmes Officers to edit and upload audio and video from RSL activities to RSL platforms
- Publicise RSL activities with input from colleagues, from advertising to promotions and merchandise, identifying key audiences for the RSL's wide-ranging initiatives and new ways to engage them.

**DIGITAL SYSTEMS** - we want you to be experienced in content creation and delivery

- Working with the Head of Communications to update the website. Maintaining and developing the RSL's online presence through the website to ensure this represents all aspects of the organisation's work and is accessible
- Ensure the smooth running of the RSL's online events booking system along with the Heads of Operations and Programmes.

**MONITORING AND EVALUATION** - we want you to be confident capturing and analysing data

- Analyse data to measure the success of campaigns, create reports and build future communications around results
- Provide relevant audience insight and analysis reporting to the team to inform programming decisions and to measure performance.

# Person Specification

## EXPERIENCE

- Experience in a similar role within an arts or culture context or equivalent, confidently communicating – in person and in writing – with a wide range of stakeholders in a professional, upbeat manner
- Experience of creating dynamic content for a diverse range of audiences across multiple digital channels

## KNOWLEDGE AND SKILLS

- Competency in working with Microsoft Office Suite and social media platforms
- Ability to win support from a wide range of people and collaborate closely with colleagues across programmes
- Independent and highly organised in managing a complex workload and meeting numerous deadlines
- Ability to evaluate data on audience growth, and report to others in order to inform decision-making and improve engagement
- Strong understanding of brand and tone of voice.

## ATTITUDES AND VALUES

- Enthusiasm for the work of the RSL
- Demonstrable commitment to equality of opportunity, accessibility, and inclusion
- Collaboration in a small, busy team, working together to achieve the RSL's objectives
- Team-oriented but takes individual responsibility
- Proactive and positive approach to solving problems
- Resourceful and embraces challenges and change
- Flexibility and willingness to learn
- A passion for working in the charity sector, with a particular interest in arts, culture, and heritage organisations

If you don't match everything in the key tasks and person specification, that doesn't mean you aren't the right fit for the role. You may have other experience that can make you a great candidate, so we encourage you to apply anyway if you have transferable skills.

Research shows that some people will only apply to jobs if they meet 100% of the criteria and this disproportionately affects women.

# Role Details and Benefits

- Permanent, full-time, 35 hours a week, Monday to Friday, 10am to 6pm. Some flexibility of hours may be negotiated after the Probationary Period (six months)
- Hybrid working, with three days per week in our office at Somerset House in London
- Occasional evening and weekend working required for RSL events, with time-off-in-lieu available
- 25 days of annual leave, plus bank holidays and additional two days at Christmas
- Pension scheme
- Employee rewards platform, providing discounts on a range of leisure and retail providers
- Sabbatical scheme for long-term employees
- Employee assistance programme, giving free and confidential advice on areas such as debt, legal issues, and mental health concerns.



# How to apply and contact us

Details of the vacancy and how to apply are available [on our website](#).

Closing date is Thursday 12 September 2024.

First interviews will be held on 20 September 2024.

If you have any questions about the role, please contact Head of Communications, Catherine Riley via [catherine.riley@rsliterature.org](mailto:catherine.riley@rsliterature.org).

Due to the volume of interest, email contact is our preference but if you need to call our number is 020 7845 4679.

Please see our [privacy policy](#) to find out more about how we handle your data. You'll also find further information within the application form.

Somerset House, Strand, London, WC2R 1LA

