

Job Description

**Royal
Geographical
Society**

with IBG

Advancing geography
and geographical learning

● Website Editor

Overview

Do you think you can help to deliver and develop this well-known Society's online communications? If so, the Society is seeking an individual who has experience as a web co-ordinator, who is a team player and communicates well, and who has a keen interest in geography. Our website editor will not only keep our website updated and in good order, s/he will be responsive and thoughtful in working with staff to create new content and find imaginative solutions. In short, you will be responsible for maintaining a high quality web presence and helping to develop content for and adding value to the Society's main website and other online communications.

A few recent examples of the type of web and online activities our website editor has been involved with, in addition to day to day maintenance, include: helping to develop a system for online donations to facilitate fundraising; creating content to promote our wide range of public and members' only events; developing online galleries and audio slideshows of far away places; and carefully building our growing presence on social media.

We want our website to continue to provide a wealth of user-friendly information about the Society and to be a trusted hub of geographical information for people with an interest in our subject and the world we live in. As the world's most active scholarly geographical society, it is imperative that our content is relevant, engaging, precise and of the very highest quality; and that our website reflects the Society's position as a leading learned society.

You will have strong editorial skills, demonstrable experience of managing web technologies, including content management systems, CSS, and HTML, a good awareness of technology standards and emerging trends, and an appreciation and commitment to geography. You will also need excellent interpersonal skills, an eye for detail and an interest to develop creative and strategic ways of promoting geography online.

Introduction


The Royal Geographical Society (with the Institute of British Geographers) is the learned society and professional body for geography and geographers. Established in 1830 to promote 'the advancement of geographical science', today we are a dynamic world centre for geographical learning - supporting research, education, expeditions and fieldwork, as well as promoting public engagement and informed enjoyment of our world. The Society is based in a listed building in its own grounds in Kensington opposite Hyde Park, and operates 8 regional branches in the UK and two overseas. There is approximately 50 full-time staff, together with part-time, temporary and volunteer staff. We strongly suggest applicants are familiar with the Society's work, as set out on our website: www.rgs.org.

Contractual summary

The post is based in Kensington, London. The appointment is for a fixed term of one year, potentially renewable thereafter subject to finances. It has a probationary period of three months. The post, which is pensionable, will be made in the salary range of £22,715 to £23,770 p.a. inclusive, according to experience. Holiday entitlement is five weeks per year plus the period when the Society is closed between Christmas and New Year and on Bank holidays. Subsidised lunches are available on site, and there is a season ticket loan scheme. The Society is an equal opportunities employer.

Application procedure

Those wishing to apply for the post of Website Editor should either email or write to Dr Steven Toole at s.toole@rgs.org or Royal Geographical Society (with the Institute of British Geographers), 1 Kensington Gore, London, SW7 2AR with a copy of their CV and covering letter explaining their suitability for the post and how they fulfil the selection criteria listed below. Please include relevant examples of your work to date. **Applications must**

- 
- Respond swiftly and diplomatically to queries from external users including supporting users engaged in transactions such as registering for the members-only area and booking of events.

Other duties and responsibilities

- Creating and uploading video, image galleries and other embedded content.
- Manage appropriate retention of files stored on the website and assist web champions in sourcing and editing visually striking and relevant images in Photoshop to enthuse and excite users of the website.
- Analyse, interpret and disseminate web tracking results to help shape appropriate content and work to develop and implement strategies to drive traffic to the main RGS-IBG website.
- Oversee the 'transactions' functionality in collaboration with the head of IT and database manager and events team, including members only registration, online booking of events, and developing e-commerce.
- Co-ordinate the training of web champions in use of the CMS and in effectively writing for the web. Assist in basic training on how to edit images in PhotoShop to maximise their visual impact on the Society's main website.
- Ensure that the Society's online presence is fully compliant with copyright and data protection law, with particular reference to images used on the website and online lectures and slides used in the members-only area of the main website.
- Liaise with external IT and web technical organisations on development and maintenance.
- Deal with web-accessibility guidelines and oversee, as far as possible, the highest level of compliance.
- Ensure online content is developed in partnership with non-website based materials where relevant such as posters, newsletters, leaflets, books and other publications.
- Identify opportunities for development of new content in liaison with appropriate internal stakeholders and the Policy and Public Affairs Manager.
- Liaise with web editors working on Society micro-sites including Geography in the News, Discovering Antarctica, 21st Century Challenges, Hidden Journeys, and others.
- Work with IT Manager as needed on purchasing hardware/hosting/software services and ensuring sustainable development of website within the RGS-IBG infrastructure.
- Other duties and ad hoc projects as required by the Policy and Public Affairs Manager and the Director relevant to the position.

The Policy and Public Affairs Manager as line manager will advise and assist wherever possible. The role will also involve working alongside other staff and volunteers with an expertise in specific fields.

Selection criteria for the post of Web Editor

The following are the requirements for this post. These are the criteria against which candidates will be shortlisted and judged and it is in your interest to ensure that you cover these areas in your application.

Essential criteria

- Good technical understanding and proven previous experience of web-editing, including use of Content Management Systems (CMS), CSS and HTML.



- Experience of other web media, technologies and formats, including Flash.
- Technically astute in order to keep up to date with the latest online communication developments and web industry standards and trends. Willingness to keep up-to-date with developments in relevant web technologies, undertaking training where necessary and where available, is essential.
- Excellent writing abilities for new media. You must be able to communicate complex information in a lively, accurate and compelling manner.
- A meticulous approach and an eye for detail are essential while also being able to see the 'big picture' of the website, our objectives and our brand.
- Experience of optimising and editing images with graphics software such as PhotoShop or other editing packages, as well as creating and uploading videos to maximise the visual impact of the website is essential.
- A strong understanding of the breadth of geography, including across the human and natural sciences, and appreciation of the subject so as to communicate it in an exciting and accessible manner.
- Excellent interpersonal skills, including sensitivity in interactions with other work colleagues.
- Ability to prioritise, to work to a number of competing deadlines and to 'multi-task'.
- A sense of humour and an ability to cope well under pressure

Desirable criteria

- A first degree (or equivalent) in geography or a closely related subject.
- Experience in writing and publishing in any media.
- Experience of working with databases would be an advantage.
- Familiarity with legal issues such as copyright and data protection.