

Job vacancy

**Royal
Geographical
Society**
with IBG

Advancing geography
and geographical learning

● Communications Officer

... **The Society**

The Royal Geographical Society (with the Institute of British Geographers) is the learned society and professional body for geography and geographers. It is also a charity and a membership organisation. The Society was founded in 1830 and has been one of the most active of the learned societies ever since. It was pivotal in establishing geography as a teaching and research discipline in British universities, and continues to play a key role in geographical and environmental education. The Society is a leading world centre for geographical learning – supporting education, teaching, research and scientific expeditions, as well as promoting public understanding and enjoyment of geography and providing advice to policymakers.

The Society has an international membership of approximately 16,000, 31 specialist research groups, and a programme of activities that extends far beyond its membership to broad engagement with more than three million people per year. Over 200 lectures, conferences and other events are organised each year including a major four-day Annual Conference, a programme of popular lectures, professional development for geographers, and policy-related discussions.

The Society also publishes, under contract, scholarly journals and the popular *Geographical* magazine. It empowers others through a programme of grant-giving in support of research, fieldwork and expeditions, and teaching. The Society's information resources include its historic geographical Collections of maps, images, books, manuscript archives and artefacts. The Society offers professional accreditation to members through Chartered Geographer status.

The Society is based in a listed building in its own grounds in Kensington opposite Hyde Park, and operates nine regional branches in the UK and two overseas. There are 54 permanent full-time staff, together with part-time, temporary and volunteer staff.

Applicants are strongly recommended to familiarise themselves with the current work of the Society set out on our website: www.rgs.org

The position

The post of Communications Officer is dedicated to planning and delivering content for the Society's range of communications channels.

As Communications Officer, you will work closely with colleagues across the Society. You will report to the Head of Public Engagement and Communications and will work as part of a small communications team that also includes the Membership Communications Officer, Press and Social Media Officer and Web Communications Officer.

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You will need excellent writing and team working skills as you will be responsible for planning, writing, editing and proofreading content including a monthly article for *Geographical* magazine, regular latest news articles for the website and regular marketing emails. You will also plan, shoot and edit short in-house promotional films for the website and social media, so an interest in, and understanding of, filming is an advantage.

Above all, as Communications Officer you will be organised, enjoy planning and be able to work well with colleagues to find out the stories we need to be telling about the Society.

More information on the Society's activities can be found at www.rgs.org.

Salary and application details

This is a permanent, full time post subject to successful completion of a probationary period of three months. The salary range for this post is £29,890- £32,625 per annum depending on experience and qualifications. The post is based in Kensington, London.

There are a range of benefits at the Society which include the following:

- 35 hour working week with core hours between 10.00am and 4.00pm.
- Option to work from home on Thursdays and Fridays.
- 25 days annual leave per annum plus public bank holidays.
- Society closure between Christmas and New Year, in addition to the basic annual leave allowance.
- Generous pension scheme - 3% employee, 7.5% employer.
- Group Life Assurance at four-times basic annual salary.
- Corporate eye care vouchers.
- Cycle to work scheme.
- Free 24-hour Employee Assistance helpline with available counselling support.

The Society aims to be an equal opportunities employer.

... To apply please email HR@rgs.org with a copy of your CV and a covering letter explaining your suitability for the post and how you fulfil the selection criteria.

Applications must be received by **9.00am on Monday 11 July 2022**. Interviews are planned to take place in-person on Monday 18 July. We thank, in advance, all candidates for applying and regret we are unable to write separately to those who are not selected for interview.



Job description for the post of Communications Officer

Post: Communications Officer

Department: Public Engagement and Communications

Responsible to: Head of Public Engagement and Communications

Persons reporting: None

Location: South Kensington, London

Salary: £29,890- £32,625

Purpose of post

- To plan, draft and edit effective and timely content about the Society's activities, geography and the geographical community for the Society's range of communications channels, including the website, marketing emails and print publications.
- To plan, film and edit short films about the Society's work and geography for the website and social media.
- To project manage time-bound strategic communications projects, such as the production of reports, exhibitions or resources.

Duties and responsibilities

- Develop a strong understanding of the breadth of the Society's work and keep abreast of developments and activities in all areas in order to identify communications opportunities and sustain balance among these.
- Plan, draft and edit text, and find images, for the 'In Society' section of news about the Society for inclusion in *Geographical* magazine produced once a month by contracted external publishers.
- Plan, draft and edit text, and find images, for four to five short articles per week on Society activity and geography for the Society news section of our website, along with day-to-day responsibility for maintaining this section of the website.
- Work with staff across the Society to plan, draft, edit, proofread and approve mailings sent through MailChimp (including the weekly staff newsletter) to ensure they accurately reflect the Society's brand and house style and the balance of the Society's work.
- With the Database Administrator, maintain accurate records in the Society's contacts database of mailings sent through MailChimp.
- Project manage time-bound communications projects from idea to delivery. For 2022, this includes project managing the planning and delivery of the Everest centenary exhibition due to open in autumn.
- Plan, film, edit and upload short videos for social media and the website related to the Society's activities.
- Be the Society's point of contact for professional video production and photography and provide advice and support to colleagues with their video production and photography needs.
- Manage the Society's image bank, implementing and maintaining tagging and filing conventions.

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- Be the point of contact for colleagues across the organisation for their communications and house style queries, providing advice, guidance and, where necessary, practical support.
 - Manage the membernews@rgs.org mailbox, responding swiftly and diplomatically to enquiries.
 - Support other team members in maintaining the Society's social media presence and/or approving web content when necessary, for example during periods of annual leave or other busy periods.
 - Support the Head of Public Engagement in producing the Annual Review, a report on all the Society's work, published in April each year.
 - Other duties as required by the Head of Public Engagement and Communications.

Selection criteria

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 each of these areas in the covering letter of your application.

Essential

- Proven ability to write succinct and engaging copy that communicates complex information in a lively and accurate manner, and demonstrable experience of successfully editing and proofreading copy written by others.
- Excellent written English and proven ability to write for different audiences including members, the public and professionals.
- Ability to deliver high quality and accurate work on time in a pressured environment, and to work to competing deadlines.
- Experience of managing, or assisting with managing, projects which involve the development of content.
- Interest in using film to communicate an organisation's activities and an understanding of how to plan and produce short films.
- A meticulous and methodical approach to tasks and an eye for detail.
- Excellent interpersonal skills with the ability to work with people across the organisation, including the Director and Senior Managers, and to develop and maintain positive, productive relationships with external contractors and stakeholders.
- Demonstrable team working skills, with the ability to use initiative and be proactive.

Desirable

- A first degree (or equivalent), in geography or a closely related subject.
- An understanding of membership organisations, professional bodies and learned societies.
- Demonstrable experience of using MailChimp or a similar email client.



- Demonstrable experience of editing images with Photoshop or similar software and of editing film using Final Cut Pro, Premiere Pro or similar.
- Demonstrable experience of planning and making short films, including the best use of lighting, microphones and locations.
- Familiarity with legal issues such as copyright and data protection.