

# Job vacancy

**Royal  
Geographical  
Society**

with IBG

Advancing geography  
and geographical learning

## ● Web 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](http://www.rgs.org)

### **The position**

We are seeking a creative individual with strong digital skills to produce accurate, informative and engaging content for the Society's website. As Web Communications Officer you will have a crucial role, working closely with colleagues across the organisation and with our external web developers, to ensure the work of the Society is communicated effectively online.

This role offers a mix of content production and technical, functional development. To succeed in this role, you will need the ability to be creative within the constraints of a CMS and house style, an

understanding of website/CRM integrations, and experience of writing, editing and proofreading content. You will also need to be able to collaborate effectively and successfully with third party web developers as well with colleagues within the Society.

As Web Communications Officer you will report to the Head of Public Engagement and Communications and be part of the Society's Communications team that also includes the Membership Communications Officer, Press and Social Media Officer, and Communications Officer.

More information on the Society's activities can be found at [www.rgs.org](http://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 counselling support

The Society aims to be an equal opportunities employer.

••• To apply please email [HR@rgs.org](mailto: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 Thursday 14 July 2022**. Interviews are planned to take place in-person on Friday 22 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 Web Communications Officer**

**Post:** Web 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 produce engaging web content that effectively communicates the Society's work, approve edits and updates to content made by others, and ensure that all content is accurate and up to date.
- To continue the development of the functionality of the Society's website so the platform and infrastructure meet the needs of the organisation and its diverse range of users.
- Work with colleagues across the Society to ensure best practice is followed in all online projects.

### **Duties and responsibilities**

- Keep abreast of developments and activities in all areas related to the activity of the Society and identify opportunities for producing engaging online content.
- In collaboration with the Head of Public Engagement and Communications, develop, implement and regularly review the organisation-wide content strategy for the Society's website.
- Write, edit and approve new/updated content for the website, and work with colleagues across the Society to improve existing content, ensuring that all content is up to date, accurate and engaging.
- Develop and implement creative solutions for displaying content online within the constraints of the content management system (CMS) and house style.
- Maintain efficient submission/approval workflows within Kentico, the Society's CMS.
- Work closely with external developers to maintain current, and develop future, functionality for the website, taking the lead on troubleshooting/solving technical issues and escalating them where appropriate to the external developers.
- Lead on developing the Society's use of Google AdWords, Google Analytics 4 and other monitoring and marketing tools as required, to ensure improvements to the website are evidence based, and report regularly on relevant website traffic/usage statistics.
- Guide colleagues on the relevant Society policies, copyright issues, privacy regulations, technical issues, style questions, accessibility and other troubleshooting related to web content and functionality.
- Be the first point of contact for enquiries related to registering and/or logging in to the website, escalating where appropriate to find resolutions.

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- Train colleagues across the organisation to use the CMS ensuring the Society's house style/branding is appropriately incorporated.
  - Work with the Database Administrator to maintain and develop the integration between the CMS (currently Kentico) and the Society's contacts database (currently OpenEngage).
  - Manage the [webmaster@rgs.org](mailto:webmaster@rgs.org) mailbox, responding swiftly and diplomatically to enquiries.
  - Working with other team members, develop and implement web-based communications campaigns such as #ChooseGeography, International Women's Day, 39 ways to save the planet and Black history month.
  - Manage search engine optimisation (SEO) by adding keywords and meta descriptions to the CMS.
  - Keep track of developments in web technology and how they may apply to the Society and our work.

Other duties as may be required by the Head of Public Engagement and Communications.

### **Person specification**


The following 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.

### **Qualifications and experience**

- A first degree (or equivalent) in geography or a closely related subject.
- Demonstrable experience of implementing an organisation-wide web content strategy and functional development plan.
- Experience working with the Kentico content management platform or other similar CMS.
- Demonstrable experience of producing content for the web, and editing and proofreading material written by someone else.
- Experience of using Google Analytics 4 to monitor and inform improvements to web content.
- Experience of working successfully with external web developers.
- Experience of integrating a CMS with a customer relationship database (CRM) or other similar external source of data.
- Hands on experience of MS Office 365 and Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro) or similar software/tools.

### **Knowledge and Skills**

- Excellent written skills and the ability to produce engaging and accurate website content that creatively communicates complex information.
- Ability to collaborate effectively and successfully with third party web developers and suppliers.

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- Ability to develop and implement effective digital skills and working practices across an organisation.
  - Excellent interpersonal skills with the ability to work with people across the organisation and at all levels.
  - Good knowledge of Google Analytics 4.
  - Proven ability to prioritise and deliver high quality work to competing deadlines.
  - Ability to problem solve and use initiative.
  - A meticulous approach with excellent attention to detail.
  - Knowledge of legal issues such as copyright, privacy and data protection regulations.

### **Personal Attributes**

- Highly motivated individual.
- Ability to continuously learn and develop and keep up-to-date with the latest in online communication standards, trends and developments.
- A strong team player with the ability to engage with a varied audience internally and externally.
- Committed to equality and diversity.
- Positive, 'can do' attitude.
- Active curiosity in all aspects of our work, which spans the breadth of geography from environmental change, development, and natural resources, to the past, present and future of expeditions and fieldwork.