

Job vacancy

**Royal
Geographical
Society**

with IBG

Advancing geography
and geographical learning

● Press and Digital 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

We are seeking a creative individual with strong storytelling skills and experience of working in a press office to join the Society's Communications Team. As Press and Digital Communications Officer you'll be responsible for building the Society's media profile and supporting the implementation of our social media strategy.

This is a fantastic opportunity to make a difference to the public profile of the Society, our activities and the impact and relevance of geography. To be successful in this role you will need to be

collaborative and organised, as well as talented at communicating complex ideas to a range of audiences including journalists and members of the public.

As Press and Digital Communications Officer you will report to the Communications and Marketing Manager and be part of the Society's Communications Team, which also includes the Communications Officer, Digital Communications Officer and Web Editor.

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 £32,590- £35,385 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.
- Flexible working arrangements are available with a mix of office based and home working.
- 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 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 **9.30am on Monday 7 October**. Interviews are planned to take place in-person on Monday 14 and Tuesday 15 October. 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 Press and Digital Communications Officer

Post: Press and Digital Communications Officer

Department: Engagement and Communications

Responsible to: Communications and Marketing Manager

Direct reports: None

Location: South Kensington, London


Salary: £32,590- £35,385

Purpose of post

- To promote the Society (and its full range of activities) and geography (and its contribution to our understanding of the world) by proactively and reactively obtaining quality press coverage.
- To contribute to the Society's social media activity, working with colleagues to ensure the breadth of the Society's work, alongside the relevance and impact of geography, is communicated effectively to our diverse audiences via our social media channels.

Duties and responsibilities

- Keep abreast of developments and activities in all areas related to the activity of the Society and identify opportunities and sustain balance across our press and social media activities.
- With the Digital Communications Officer, mutually agree allocation of social media tasks including:
 - Creating and scheduling compelling content on the Society's social media channels (Twitter, Facebook, Instagram and LinkedIn), to drive audience growth and engagement.
 - Producing visual assets such as short films, graphics and animations for social media, including optimising content for each platform.
 - Maintaining a social media content calendar that effectively promotes the Society's activities and the impact and relevance of geography.
- Plan, research and implement proactive media initiatives including media releases, comment pieces, and letters to editors ensuring balance across the Society's broad activities and the discipline of geography.
- Maintain a database of expert contacts, matching relevant experts with media enquiries and opportunities, providing training/support to the experts where required.
- Manage day-to-day press liaison and stewardship, fostering good relations with journalists with whom we work on a regular basis – particularly environment, social affairs and education correspondents.
- Manage and log all press enquiries, responding or forwarding for response as appropriate.
- Monitor the press for mentions of the Society and/or geography, alerting appropriate staff to relevant stories and topics, and advising on any responses.
- Prepare regular reports on press coverage, including a weekly 'news round-up' for staff and ad hoc reports for press coverage of specific events and initiatives as agreed in advance.
- Monitor the press@rgs.org and comms@rgs.org email inboxes, responding swiftly and diplomatically to enquiries.

- 
- Maintain the press release pages of the website and contribute content to other sections where appropriate, in particular the Latest news section.
 - Liaise with external stakeholders, including prospective documentary makers, photographers and film crews seeking ideas, contacts and venues for their forthcoming projects.
 - Maintain an understanding of best practice and follow developments in the areas of press and social media ensuring this is implemented as appropriate across the Society.

Other duties as may be required by the Communications and Marketing Manager and/or the Director of Communications and Engagement.

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), preferably in geography or a closely related subject.
- Demonstrable experience of working successfully in media relations for an organisation.
- Demonstrable experience of using social media to effectively promote an organisation and market its activities.
- A relevant qualification or training in journalism, communications or PR is desirable.

Knowledge and skills

- Good understanding of the breadth of geography across the social and natural sciences.
- Excellent writing and storytelling skills, with exceptional attention to detail.
- Ability to communicate complex information in an engaging and accurate manner in a variety of formats for a range of audiences.
- Ability to prioritise and deliver high quality work in a pressured environment and deliver to competing deadlines.
- Strong communication and interpersonal skills, including tact and diplomacy, and experience of dealing with persistent media enquirers.
- Ability to use initiative and be proactive.
- Excellent computer literacy and experience using graphic design tools (eg Adobe Creative Suite, Canva etc.).
- Ability to summarise data and present reports on press and social media mentions, outputs and outcomes.

- 
- An understanding of membership organisations, professional bodies or learned societies is desirable.
 - Familiarity with legal issues such as copyright and data protection.

Personal Attributes

- Proven keen interest in the news media, press relations and social media.
- Confident, persuasive and resilient.
- A strong team player with the ability to engage with a varied audience internally and externally.
- Committed to equality and diversity.
- Positive, hands-on attitude.
- Active curiosity in all aspects of our work, which spans the breadth of geography.