

Job vacancy

**Royal
Geographical
Society**

with IBG

Advancing geography
and geographical learning

● Communications and Marketing Manager

... **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 an experienced communications and marketing professional with strong project management and planning skills to lead the Society's Communications Team. This is a new role in a growing team and provides a great opportunity to apply your expertise and creativity in communications and marketing to help the Society reach and engage new and existing audiences.

As Communications and Marketing Manager you'll be responsible for coordinating the Society's activity across all our channels including press, digital and print. To be successful in this role you

will need to be collaborative and organised, as well as have experience in a communications and marketing role in a similar organisation and an enthusiasm for making a difference to the public profile of the Society, our activities and the impact and relevance of geography.

As Communications and Marketing Manager you will report to the Director of Communications and Engagement, and line manage the Society's Communications Team including the Communications Officer, Digital Communications Officer, Press and 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 £44,282- £45,552 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 21 October**. Interviews are planned to take place in-person on 28 and 29 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 Communications and Marketing Manager

Post: Communications and Marketing Manager

Department: Communications and Engagement

Responsible to: Director of Communications and Engagement

Direct reports: Communications Officer, Digital Communications Officer, Press and Digital Communications Officer, Web Editor

Location: South Kensington, London


Salary: £44,282- £45,552

Purpose of post

- To develop, support, and contribute to the successful delivery of communication and marketing plans that promote the Society and its activities, and knowledge and understanding of geography in all its forms.
- To line manage members of the Communications Team, ensuring their continued professional development.

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 communications activities.
- With the Director of Communications and Engagement, review and develop the Society's communications and marketing strategy.
- Lead on the development, creation, implementation and evaluation of strategic communication and marketing plans for projects, campaigns, activities and events across the organisation, ensuring a cohesive and engaging narrative that supports our aims for the Society and geography.
- Line manage and support the professional development of members of the Communications Team, ensuring they have clear objectives and work effectively as individuals and as a team to deliver agreed plans.
- Use data and analytics (from our CMS, GA4, social media, MailChimp) to evaluate impact and inform future plans.
- Write, edit, proofread and approve engaging communications and marketing materials, ensuring consistency and compliance with the Society's branding, key messages, and style guidelines.
- With contributions from relevant members of the team, produce the Annual Review, a report on all the Society's work, published in April each year.
- Maintain an understanding of best practice and follow developments in all areas of communications and marketing, ensuring this is implemented as appropriate across the Society.
- With team members, develop and deliver training and updates where necessary to staff across the Society, ensuring everyone knows the importance of following style guidelines and other communications policies to maximise the impact of our communications and marketing activities.

- 
- Manage the comms@rgs.org email inbox, responding swiftly and diplomatically to enquiries and allocating tasks to team members as appropriate.
 - Work within established budgets, contribute to budget planning and maintain accurate financial records

Other duties as may be required by 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) in geography or a closely related subject is desirable.
- Relevant qualification or training in journalism, communications, or marketing.
- Significant demonstrable experience of working successfully in media relations, marketing, or digital communications for an organisation.
- Significant demonstrable experience of creating and delivering successful strategic communications and marketing plans.
- A minimum of two years' line management experience with a demonstrable track record of supporting the professional development of direct reports.
- Experience of membership organisations, professional bodies or learned societies is desirable.

Knowledge and skills

- Good understanding of the breadth of the geography across the social and natural sciences.
- Excellent storytelling skills alongside excellent writing and editing skills.
- Ability to communicate complex information in an engaging and accurate manner in a variety of formats for a range of audiences.
- A solid and broad understanding of the marketing mix and all available communications channels (including offline and digital; owned, earned and paid), with the ability to select and apply appropriate tactics for our audiences and objectives.
- 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.
- Ability to use initiative and be proactive.
- Familiarity with legal issues such as copyright and data protection.



Personal Attributes

- Highly organised with effective and robust project management skills and excellent attention to detail.
- 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.