

Job vacancy

**Royal
Geographical
Society**

with IBG

Advancing geography
and geographical learning

● 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 proactive, creative individual with experience of producing paid and organic social media content, strong graphic design skills, and an interest in developing digital marketing skills to join the Society's Communications Team. As Digital Communications Officer, you will be responsible for implementing our social media strategy to communicate and market our wide range of activities to diverse audiences across different platforms.

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This role is a fantastic opportunity to make a difference to the public profile of the Society and our activities. You will play a key part in shaping our online presence, creating engaging content, helping us to reach new audiences, and raising awareness of the work that we do. To be successful in this role you will need to be collaborative and organised, with a hands-on approach and an ability to communicate effectively using a range of content across social media channels.

As Digital Communications Officer you will report to the Communications and Marketing Manager and be part of the Society's Communications Team, which also includes a Press and Digital Communications Officer, Membership Communications Officer, 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 £33,893- £36,797 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 31 March**. Interviews are planned to take place in-person on Tuesday 8 April.

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 Digital Communications Officer

Post: Digital Communications Officer

Department: Communications and Engagement

Responsible to: Communications and Marketing Manager

Direct reports: None

Location: South Kensington, London


Salary: £33,893- £36,797

Purpose of post

- To produce and schedule high quality, engaging, and effective content (paid and organic) for the Society's social media channels that showcases the breadth of our work.
- To contribute to the planning and delivery of the Society's digital communications strategy to engage existing and new audiences with geography, increase attendance at events/courses, grow membership, maximise venue hire sales, and enhance the Society's brand and reputation.

Duties and responsibilities

- Day-to-day creation and scheduling of compelling content (paid and organic) on the Society's social media channels (X, Bluesky, Facebook, Instagram and LinkedIn), to drive audience growth and engagement.
- Produce visual assets such as short films, graphics and animations for social media, including optimising content for each platform.
- With the Press and Digital Communications Office, mutually agree the allocation of social media tasks.
- Work collaboratively with colleagues in the Communications Team and across the Society to develop and maintain a social media content calendar that effectively promotes the Society's activities and the impact and relevance of geography.
- Monitor social media for mentions of the Society and/or geography, alerting appropriate staff to relevant stories and topics, advising on any required response, replying to comments/queries, and contributing to the weekly coverage round-up.
- Use Google Analytics and social media analytics to monitor, evaluate and improve the performance of the Society's social media activities and prepare regular reports for specific events and initiatives.
- Assist the Communications and Marketing Manager in commissioning, editing and uploading film and audio for the Society's promotional needs, writing briefs for videographers, supervising shoots and ensuring all permissions, contracts, risk assessments, insurances and credits are in order.
- With the Communications and Marketing Manager and the Web Editor, optimise the Society's use of paid-for digital advertising, including on social media channels and via Google Ads, undertaking audience research to enable effective targeting.

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- Monitor the comms@rgs.org email inbox, responding swiftly and diplomatically to enquiries.
 - Keep up to date with the latest social media trends, tools and best practice and ensure these are implemented as appropriate across the Society.

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

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

- Demonstrable experience of using social media to effectively communicate an organisation's activities alongside an interest in digital marketing.
- Demonstrable experience of creating digital assets, including short films and graphics, for social media.
- Excellent copywriting and storytelling skills, with exceptional attention to detail and an ability to write for different audiences.
- Excellent computer literacy and experience using graphic design tools (eg Adobe Creative Suite, Canva etc.).
- Comprehensive understanding of social media, and the requirements and audiences of different platforms.
- Good understanding of the breadth of geography across the social and natural sciences
- Ability to prioritise and produce high quality work in a pressured environment and deliver to competing deadlines.
- Strong communication and interpersonal skills with the ability to use initiative and have a proactive, hands-on approach to creating content.
- A strong team player with the ability to communicate successfully with varied audiences internally and externally and a positive attitude.

Desirable

- A undergraduate degree (or equivalent) in geography or a closely related subject.
- A relevant qualification or training in marketing, communications or PR.
- Demonstrable experience of using Google Analytics 4 and social media analytics for monitoring, evaluation, and reporting.
- An understanding of digital marketing techniques and experience of using social media for marketing.



- An understanding of membership organisations, professional bodies or learned societies.