

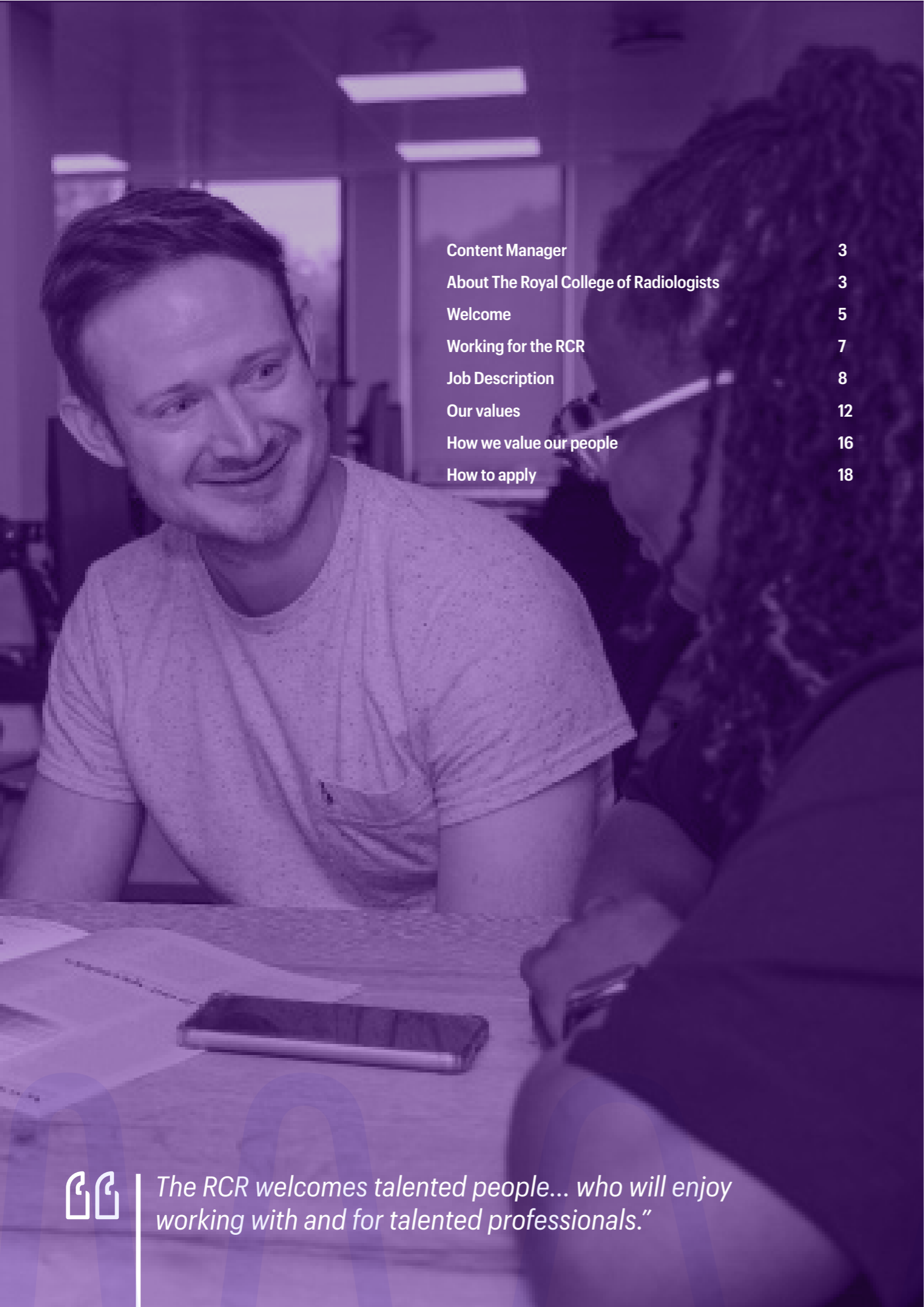


The Royal College of Radiologists

Content Manager



The Royal College of Radiologists



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The RCR welcomes talented people... who will enjoy working with and for talented professionals."

Content Manager

Salary:	£53,793 per annum, with pay progression up to £59,454 per annum within two years employment, plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	Permanent
Closing date for applications:	23:59 26 January 2025
Interview date:	Shortlist interviews are scheduled for 5 February 2025 and selection interviews are scheduled for 10 February 2025.

About The Royal College of Radiologists

Are you interested in making a real difference in the healthcare sector to improve imaging and cancer care for all?

At The Royal College of Radiologists (RCR), we're the leading professional membership body for clinical radiologists and clinical oncologists and a registered charity who educate and support doctors throughout their career. With over 14,000 members in the UK and internationally, together we're contributing to the advancement of each new generation of doctors and helping to improve patients' lives.

We require a broad range of skills and experience to deliver our strategic goal of increasing the clinical radiology and clinical oncology workforce, which will ultimately lead to improving imaging and cancer care services for all.

If you're inspired by our **strategy** and **values**, and are passionate about helping us meet our ambitious goals in an environment that celebrates differences, values diversity and recognises that everyone here plays a role in the success of the College, then we encourage you to consider a career at the RCR.



Welcome

Thank you for your interest in working with the RCR. I hope that you will find the information in this Candidate Pack useful, in addition to the content on our website: www.rcr.ac.uk

The last few years at the RCR have seen much growth and development. We have improved the range and quality of the services and support offered to our membership. We have grown the external profile of the RCR's work and increased awareness of the value of our medical specialities to patients and the public. We have created life-saving guidance and expanded our work globally to many different countries. We've revised how we train and examine our doctors to ensure they continue to be the best in the world, plus much, much more. We are ambitious to continue this success and build into the future.

Our Strategic Priorities from 2019 are:

Workforce

Support excellent, safe patient care by working collaboratively on team-wide standards across imaging and oncology. Define our doctors' professional needs for the future and shape sustainable workforce models for our patients and our specialties to realise them.

Be the experts

Highlight to the public and stakeholders the contribution our specialties make to safe, evidence-based and cost-effective patient care. Contribute meaningfully to the debate on the future of healthcare both in the UK and overseas.

Professional learning

Develop our educational offer to support our doctors to meet the challenges of practice, working with others where appropriate, sharing ideas where possible. Adopt new educational models rapidly to ensure continuing equity of access to high-quality products.

Membership value

Support all members and Fellows to deliver the best care for patients, for their entire career regardless of where or how they practice.

Our College

Shape a College that is demonstrably agile and responsive, accountable and open, supporting our specialties and the patients we treat.

The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* (www.livingwage.org.uk) not only for our employees, but also in respect of our contractors.

The RCR welcomes talented people who share our ambition, commitment who will enjoy working with and for talented professionals.

I look forward to hearing from you.

Yours sincerely



Working for the RCR

The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered to doctors in the specialty. The executives of the RCR are the eight Officers (doctors) who work closely with the senior management team (the Chief Executive and Executive Directors for Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

The Communications Directorate/Marketing and Digital Team

The Marketing and Digital team develop and deliver communications that promote activity from across the RCR to our Fellows, members and other audiences, engaging them in our work as an organisation. We cover a broad spectrum of areas as a team, including brand, marketing, design, content, publishing and digital communications. We are also responsible for engaging members in sharing their views and feedback, developing crucial

insights that shape our work and ensuring their needs are at the centre of all we do.

The Content Manager role will lead on the creation and delivery of content for members and other audiences, supporting their team to be at the forefront of activity for the organisation. They ensure we are effectively communicating to members and other audiences about key initiatives, member benefits, events and services, delivering these messages in a compelling and accessible way. They will lead on the delivery of our content strategy, identifying opportunities to use content marketing to engage, inspire and support our audiences.

We are a busy and ambitious team, and the Content Manager will play a key role in helping us move forward to meet our goals. We are looking for someone with a passion for telling member stories, with a sound understanding of how to adapt content for different audiences and channels, with an interest in how data can inform content choices. The role would suit someone who enjoys working in a supportive, collaborative atmosphere on a wide variety of projects, where audience engagement is at the heart of all we do.

Where the job fits





Job description

Job title:	Content Manager
Responsible to:	Head of Marketing and Digital Content and Publications Manager
Responsible for:	Social Media Officer Digital Officer Digital Content Coordinator
Contract terms and hours:	Permanent, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working

The role

Overall purpose

The Content Manager is an integral role within the Marketing and Digital team, leading their team in developing exciting and captivating content that informs and engages our audiences, building connection and community within our membership. They are responsible for the delivery of content, updates and communications to our Fellows and members, ensuring a high quality user experience as audiences interact with our content across all our platforms.

The Content Manager will be an exceptional storyteller, with a creative eye for turning copy into engaging multimedia content that can be used across multiple channels. They have a natural flair for writing narrative copy and an instinct for what makes a great story. They will motivate, encourage and inspire their direct reports to create compelling content, campaigns and copy across both digital and print channels. They will successfully promote activity from across the organisation, ensuring our content is driven by the topics that matter most to our membership.

The Content Manager will have a strong understanding of the different channels available and how to create the most impact with each. They will seek ways to grow and improve all our channels, building an understanding of audiences and best performing content for each. They will use segmentation, data, testing and analytics to assess the performance of content and gauge audience responses.

Main areas of responsibility

• Content development and design • Digital content and engagement • Member magazine • Impact, UX and analytics • Leadership and team management • General

Responsibilities

a. Content development and design

1. Lead on strategic content planning across all our channels to ensure the RCR is positioned as 'go to' and that each channel drives maximum engagement with our audiences.
2. Support the delivery of the RCR's content by writing and editing engaging copy for our channels that is appropriate for its intended audience, and that supports RCR in creating a compelling narrative for its work and the importance of radiology and oncology.
3. Lead and direct the content team to develop new ideas for exciting and engaging content across our channels.

4. Deliver against the email strategy to build a portfolio of engaging and informative email campaigns, driven by audience preferences and insight.
5. Oversee the development of optimised and customer focussed website content that drives activity and promotes our wide range of benefits and services to members.
6. Using insight, analytics and engagements data, develop a strategic approach to content for each channel, tailored to maximise engagement with audiences and increase impact.
7. Working with the Brand Manager, oversee the growth and strategy of video and audio content across our channels.
8. Ensure consideration of SEO, accessibility, inclusion and UX when producing content.

b. Digital content and engagement

9. Manage the development and growth of our digital channels as key content hubs.
10. Drive forward the ongoing development of our email content and platform, including automation, workflows and opportunities following integration with the CRM.
11. Lead on the development of a strategic approach to social media content, looking at how we can further use these channels to amplify the voice of our member community.
12. Continue to develop the website as a central expression of the RCR brand and values, optimising the site and its content to engage and inform users, providing a premium user experience.

c. Member magazine

13. Project manage the delivery of the quarterly member magazine, Wave.
14. Work closely with the Head of Marketing and Digital, Editor and Magazine Advisory Group to agree themes and planning for each issue, advising on cross-channel content and engagement data.
15. Lead the team in identifying and developing content for the member magazine, including sourcing and commissioning articles and interviews.
16. Ensure content is optimised and re-designed to work across both digital and print, maximising impact and reach.

d. Impact, UX and analytics

17. Enable the use of the CRM and other tools to understand our audiences and their interests.
18. Establish an insight-led approach to content development, critically reviewing data from our channels to understand user needs and ensure optimum engagement with our content.
19. Embed analytics, testing and optimisation tools across our channels to routinely seek feedback from our audiences and effectively measure their engagement.

e. Leadership and team management

20. Lead, motivate and develop the content team to deliver expected outcomes, achieve objectives and results, and seek improvement on a continuing basis.
21. Promote effective communication between members of the wider marketing and digital team, the Communications Directorate and other relevant members of RCR staff and stakeholders.
22. Manage records (attendance and absence) of direct reports using the RCR's electronic HR system.



f. General

23. Project management of key programmes of work as required
24. Ensuring that our processes are clear and appropriate and that we meet all our responsibilities around data protection, GDPR and other regulations
25. Providing a strategic overview and evaluation of all content marketing projects and campaigns against KPIs, reporting progress and return on investment, ensuring lessons learnt are shared widely with senior and wider stakeholders and feed into the design of future projects.
26. Managing budgets, reforecasting, negotiating with suppliers, and ensuring that best value is achieved
27. Undertake such duties appropriate to the level of the postholder's qualifications and experience as may be required by the RCR from time to time.
28. Maintain and manage records in accordance with RCR's data protection policy and guidance.
29. Maintain documentation on all activities carried out

Key working relationships

Internal working relationships

- Head of Marketing and Digital – reporting to
- Brand Manager – working in partnership across the team
- Marketing and Digital colleagues – working collaboratively to deliver high quality communications and content
- Wave editor and MAG board
- Teams across the RCR in the delivery of content and communications

External working relationships

- Magazine publishing company
- Website management company
- Email and social media management platforms
- Other suppliers and contacts as needed



Scope and limits of authority

Decision making level	<ul style="list-style-type: none"> • Delivery of projects within areas of responsibility – publishing and member communications. • Development of strategic approach to content for key channels
Financial resources	<ul style="list-style-type: none"> • Monitoring spend within an agreed budget
Other resources	<ul style="list-style-type: none"> • All College produced publications, including content control, print buying and publication-related materials, policy, SOPs, guidance documents and reports relating to areas of responsibility • Internal governance of digital channels
People management	<ul style="list-style-type: none"> • Content and Publications Officer • Social Media Officer • Digital Officer • Digital Content Coordinator
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Ensure activities are compliant with data protection, copyright and intellectual property rights.



The person

Essential (E) or
Desirable (D)

Knowledge, qualifications and experience

Proven experience of writing, editing and commissioning engaging content for both print and digital channels	E
Experience of writing in other voices, including for presentations, videos and speeches.	E
Skilled and experienced people manager, able to motivate, co-ordinate and develop staff, applying a range of management approaches as appropriate	E
Knowledge of optimising web and email platforms for increased personalisation.	D
Demonstrable experience of optimising content for digital, including working knowledge of SEO, UX and A/B testing.	E
Experience of analysing data to determine engagement with content and user behaviour	E
Experience in a publishing environment, with knowledge of magazine editing and production processes	D
Experience of managing digital channels, including websites and bulk email platforms	E
Experience in managing and growing social media channels, with a working knowledge of the changing social landscape.	E
Knowledge of content design principles and ability to apply them	D

Skills and abilities

Accurate use and understanding of English.	E
High level oral and written communication skills, including ability to explain complex issues clearly	E
Ability to adapt style to different audiences	E
Effective interpersonal skills, including ability to work collaboratively, build and sustain effective working relationships with a diverse range of colleagues, partners and stakeholders at all levels.	E
Self-starter, confident to initiate new ideas and plans, with the ability to bring others along with them	E
Accuracy and attention to detail	E
Ability to adapt content for different channels, with a proven understanding of how to make content work across different platforms, for different audiences.	D
A good team player, with a willingness to cover day-to-day routine delivery as well as strategic projects, and the ability to work across different communications disciplines depending on current need	E

Other Requirements

To be able to apply candidates must be able to also fulfil the following requirements:

- Candidates must have the right to work in the UK to be able to apply for positions at the RCR
- Enthusiasm for learning and development and taking on new tasks
- A strong commitment to equality and valuing diversity
- Commitment to the aims and charitable objectives of the RCR
- The ability to maintain confidentiality and information security
- Commitment to the values and behaviours of the RCR



Our values



People focus

We treat everyone fairly and with respect, actively listening and responding appropriately, while recognising individual differences.



Integrity

We are open, honest and transparent. We strive to reflect and learn from experience in every area of our work to deliver the right outcome.



Making a difference

We strive for excellence. We make a difference by setting standards and empowering our membership and our staff through personal development and lifelong learning.

We recognise that patients' best interests underpin everything we do.



Behavioural competencies

The RCR's Competency Framework defines the behavioural competencies required from all staff to contribute effectively in their role and within the wider organisational team.

Communicating effectively

The success of the College depends on how it communicates with its membership and other stakeholders. Employees need to know their audience(s) and communicate with them in a way which meets stakeholder needs and expectations as far as possible.

Working together

The College's effectiveness and reputation depends on efficient and collaborative working, both within and beyond the team. This includes all employee colleagues, Officers, other Fellows and members and often others outside the College.

Personal effectiveness

The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

Customer focus

We should all provide excellent services to all customers but notably to the membership and staff colleagues. Focusing on those and other customers, and understanding and responding appropriately to their needs, is key to the success and sustainability of the College.

Embracing change

We must all play a part in ensuring that the offer the College makes continues to be effective and relevant in meeting customer needs. This will involve changes to what we do and how we do it. We all need to play our part in embracing change.



How we value our people

Benefits

We offer all our employees a fantastic range of benefits to help you enjoy a great work-life balance, look after your wellbeing and plan for the future.

A modern and welcoming working environment

We've made sure our office in a prime central London location is a destination people want to come and work in – it's open-plan and spacious, with areas for meetings, collaborative working and concentrated workspaces. We also have kitchen facilities well-stocked with plethora of teas and two very fancy coffee machines for everyone to use

There are lots of things going on when you come in too, including learning and development sessions with doctors talking about their work, tea and cake get-togethers, free massages monthly and monthly town hall meetings where staff can share updates and ask questions. We even have our own social committee and organise regular fun events, which are a great way for you to get to know your co-workers.

Excellent pension scheme and life assurance

We like to help our staff save for the future and provide an excellent employer pension contribution. We also have a life assurance and personal accident policy which covers all employees up to four times their annual salary.

Hybrid working

At the RCR we only hire great people, and we value being able to bring everyone together to bond, build great working relationships and

generate amazing and innovative ideas.

We embrace remote working, and our staff are able to work remotely for up to 60% of their working time, with 40% in the office. All staff are provided with a laptop to allow them to work remotely, along with equipment such as desks and chairs to make sure they're comfortable when working from home. Our offices are open throughout the working week though, and staff are always welcome to come in as often as they wish.

Wellbeing support

We like to make sure everyone at the RCR is supported, both professionally and personally, so in addition to our excellent line managers and supportive HR team, we've invested in training a number of dedicated staff members passionate about mental Health as Mental Health First Aiders. We also provide an Employee Assistance Programme, that's has a 24/7 helpline so if you ever have any personal problems or concerns, there's always somewhere to turn for help and advice.

Generous annual leave allowance

Working hard is important, but taking a break matters just as much. Everyone starts with a 25-day annual leave allowance per year and that increases with service too.

Interest-free season ticket loan and cycle to work scheme

To make sure you're able to get into the office in the way that best suits you we offer all staff the option to take out an interest-free season ticket loan to help cover the cost of travelling, as well as a cycle to work scheme for those of us who like to be more active on their commute. If you



do choose to cycle in, we have somewhere safe to leave your bike and showers to use if you want to freshen up before work.

Festive spirit

We know taking a break at the end of the year is important to our team. To ensure everyone gets a well-deserved rest to spend time with loved ones, we usually close our office between the Christmas and New Year period – gifting the extra days off to all staff, in addition to their usual annual leave.

Making a real difference

In addition to all the great benefits we've listed above, we believe the main reason people want to join the RCR is because you also get to go to work knowing your role has an impact on the lives of doctors and patients.

Equality and diversity

Every day, our colleagues are making a difference by helping to improve imaging and cancer care for all. This starts by having the best talent, and that is only possible with a diversity of thinking, diversity of background and experience, and diversity of skills.

Diversity means better ideas, better solutions and more innovation. It's why one of our key priorities is to ensure our workforce reflects the communities we serve.

We're committed to creating an inclusive workforce and working environment for us all to enjoy – where everyone is able to bring their whole self to work to create change and reach new heights of creativity.

You can find our equality, diversity and inclusion commitment [here](#) as well as our equality and diversity policy [here](#).



Great purpose, great people, great working environment and clear direction of travel."

How to apply

The closing date for applications is 23:59 26 January 2025.

Please submit a CV and a covering letter (submitted as FIRST NAME LAST NAME, ROLE , CV/ CL) of no more than a page and half, together with a completed [Diversity Monitoring Form](#).

It is important that your covering letter includes a clear statement in support of your application, which demonstrates how you meet the essential (and, where applicable, desirable) criteria described in the table entitled 'the person'.

We expect you to meet the points listed under "other requirements" of the Person Specification as a pre-requisite for applying for this position. However, you are not required to address these points in your written statement. We will explore them further if your application is taken to the next stage(s) of the recruitment process.

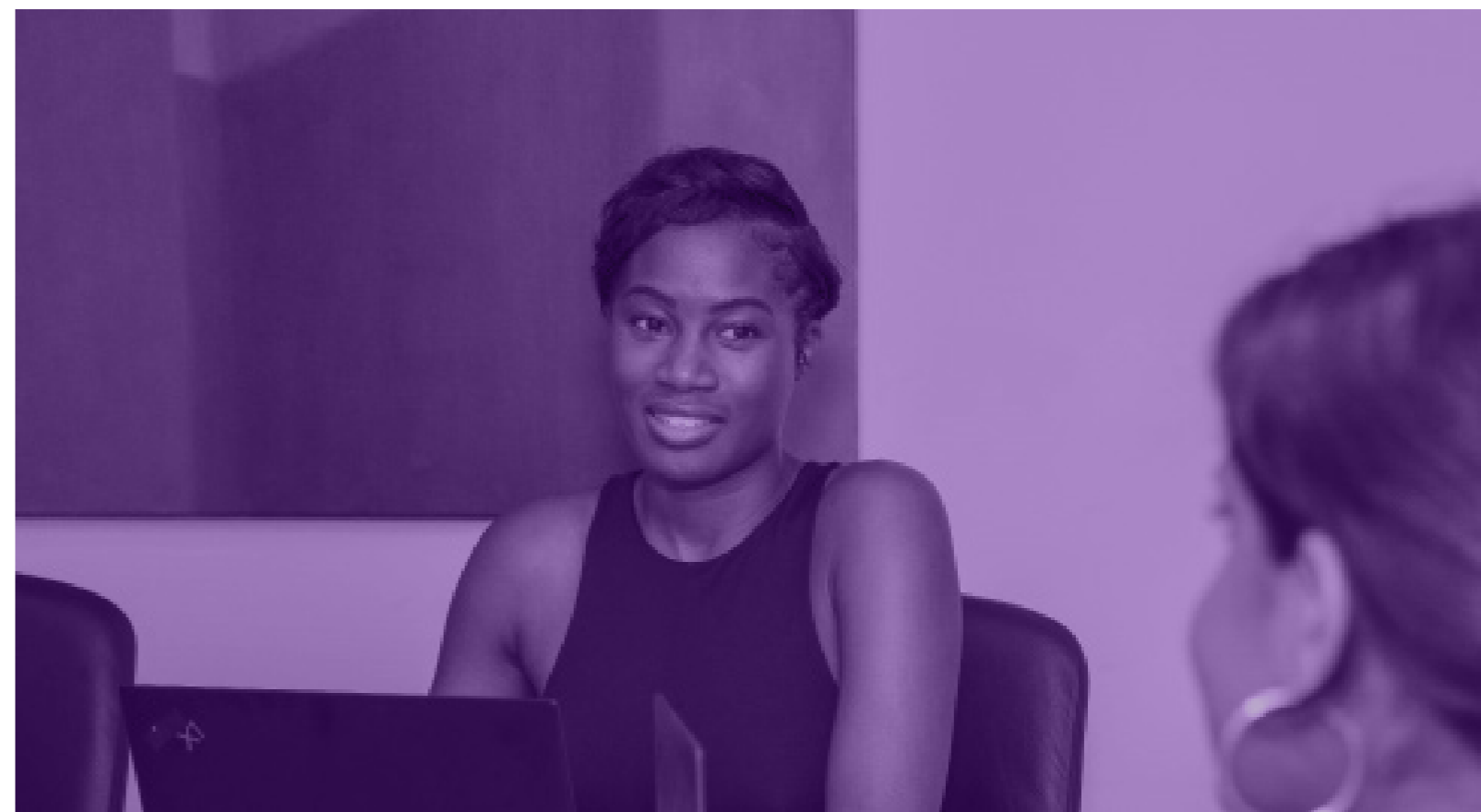
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity [Values & strategy | The Royal College of Radiologists \(rcr.ac.uk\)](#)

Applications should be emailed to jobs@rcr.ac.uk

If you have not heard further from the RCR within a fortnight of the closing date, you should assume that you have not been shortlisted for interview on this occasion.

Shortlisted candidates will be invited to attend first stage interviews on 5 February 2025

If you consider yourself to have a disability and require a hard copy pack or a different format, for example large print, please contact the HR team at jobs@rcr.ac.uk





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