

# Job description

<b>Job title:</b>	<b>Digital Coordinator</b>
<b>Grade:</b>	<b>2b</b>
<b>Department:</b>	<b>Membership, Marketing and Communications</b>
<b>Responsible for:</b>	
<b>Accountable to:</b>	<b>Digital Manager</b>

## Job summary

The Royal College of Surgeons of England is looking for a Digital Coordinator to help support best-practice content production across our websites and digital platforms. The post holder will be expected to create and provide advice on digital content and communications, help with the day-to-day running of a busy website and manage responses to user enquiries. They will effectively manage relationships with a range of members, stakeholders and suppliers.

This is a busy, varied, and hands-on role at an exciting time for the organisation as we continue a programme of radical digital transformation, including the development of a new CRM and CMS, in which the post-holder will play a supporting role.

## Specific duties and responsibilities

- Developing best-practice digital content for our websites and intranet
- Copy-editing and advising colleagues on digital formats and channels
- Ensuring consistency and compliance with style and brand guidelines
- Developing strong relationships with content editors, working collaboratively with them and planning ahead
- Taking ownership of some CMS and content processes and initiating better ways of working
- Responding to customer service enquiries
- Helping to suggest and develop improvements to our sites, in conjunction with our technical digital agency
- Supporting with UAT testing
- Using Google Analytics and other tools to measure success and provide regular reports
- Training colleagues and championing and inspiring best practice and digital innovation.
- Working closely with the marketing team and contributing to effective digital marketing campaigns.



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This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.

September 2023

## Person specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>A relevant qualification or equivalent experience</li> </ul>	
<b>Experience and skills</b>	<ul style="list-style-type: none"> <li>Digital content best practice</li> <li>Excellent written skills, editing skills and meticulous attention to detail</li> <li>Good understanding of the importance of branding</li> <li>A passion for digital</li> <li>Experience using a CMS and basic knowledge of HTML and CSS</li> <li>Customer service experience</li> <li>High digital literacy and ability to learn on the job</li> </ul>	<ul style="list-style-type: none"> <li>Project management</li> <li>Experience training colleagues</li> </ul>
<b>Technical competencies</b>	<ul style="list-style-type: none"> <li>Experience with CMS and basic knowledge of HTML and CSS</li> <li>Experienced in Google Analytics</li> </ul>	<ul style="list-style-type: none"> <li>Experience with other analytics programmes desirable e.g. Hotjar</li> <li>Video production and editing</li> <li>Adobe Creative Cloud</li> <li>MS Dynamics</li> </ul>
<b>People and interpersonal skills</b>	<ul style="list-style-type: none"> <li>Team player</li> <li>Problem-solving skills</li> <li>Excellent communication skills</li> </ul>	<ul style="list-style-type: none"> <li></li> </ul>



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The post holder will also need to demonstrate the following values:

<b>Collaboration</b>	<p><b>We embrace our collective responsibilities working collaboratively and as one college.</b></p> <ul style="list-style-type: none"> <li>• We work together, using our collective expertise and experience to effect positive change</li> <li>• We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments</li> <li>• We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work</li> </ul>
<b>Respect</b>	<p><b>We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.</b></p> <ul style="list-style-type: none"> <li>• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others</li> <li>• We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team</li> </ul>
<b>Excellence</b>	<p><b>We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.</b></p> <ul style="list-style-type: none"> <li>• We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve</li> <li>• We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work</li> <li>• We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience</li> </ul>

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.



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