



March 2022

Dear Applicant

Digital Coordinator

Thank you for your interest in working for The Royal College of Ophthalmologists.

RCOphth acts as the voice of the profession and champions excellence in the practice of ophthalmology. We work collaboratively with government, health departments, charities and eye health organisations, developing policy to influence eye care services in the UK, including workforce planning.

We are the only professional membership body for medically qualified ophthalmologists and for those who are undergoing specialist training to become ophthalmologists, with 4,000 members worldwide. We set the curriculum and examinations for trainee ophthalmologists, provide training in eye surgery, maintain standards in the practice of ophthalmology, and promote research and advance science in the specialty. Ophthalmologists are at the forefront of eye health services because of their extensive training and experience in the area.

The Policy and Communications team plays a significant role in RCOphth to achieve its mission and vision and engage our members in our work. Because of this, we are building a new and expanded Communications team.

How to apply

Please submit your CV and a covering letter (maximum 1 page) to staff.vacancies@rcophth.ac.uk. The cover letter must explain what makes you suitable for the role - use the Job Description for reference.

We are currently running interviews remotely, but this may change to face to face interviews. If you envisage any issues with accessing a computer, webcam or a sufficient internet

connection for a video call, then please do highlight this in your covering letter. We will do all we can to ensure you have the best experience in applying to work with us during this time. As part of the selection process;

- you will be set a presentation task to showcase your skills and competencies required in this role
- you will have a panel interview with the Head of Communications and Engagement and up to two other members of staff.

Please indicate if you are likely to need any reasonable adjustments to successfully complete this interview.

Applicants must already have the right to work within the UK without restriction. Only shortlisted candidates will be contacted.

The closing date for applications is 27 May 2022.

If you would like to speak to someone about the role, please contact Liz Price, Head of Communications and Engagement, via email to staff.vacancies@rcophth.ac.uk.

I look forward to receiving your application.

Yours faithfully

Liz Price

Head of Communications and Engagement

Working for the RCOphth

We offer a supportive working environment in friendly, modern offices in a central London location with excellent transport links and roof terrace. We are pleased to offer the following benefits to employees:

Hybrid Working

The College is committed to promoting flexible working to all members of staff. We are currently trialling (to be reviewed in March 2022) a hybrid working model where staff have the flexibility and autonomy to work part of their time at the College's premises and part of their time from home. Working in the office will be based on operational and management requirements so staff are not required to come into the office on set days or for a minimum number of days per week.

Flexi-time

The College operates a flexi-time process. The standard flexi-time band starts at 7.30am and ends at 6.00pm with core hours being 10.00am-4.00pm

Annual Leave

We offer 25 days annual leave, or the pro rata equivalent for part time staff. Annual leave increases by one day for each complete year of service up to a maximum of 30 days.

Statutory Holidays and College closure days

Public holidays, when the office is closed, are recognised as statutory holidays with pay. The College is also closed between Christmas and New Year. These days are in addition to your annual leave entitlement and are therefore not deducted from your leave balance.

Moving day

Staff are given 1 day of leave to move to a new house which is not deducted from your annual leave balance.

Pension

The College offers a very competitive pension scheme administered by the Superannuation Arrangements of the University of London (SAUL). The employer contribution is 16% of gross salary and employees contribute 6%.

Life Assurance

For staff members who are in the pension scheme, life assurance is provided at 4 times your annual salary, during employment, plus a spouse's pension and children's allowances.

Season ticket advance

Staff who have satisfactorily completed six months' probation may apply for an interest free loan for the purchase of an annual season ticket for travel between home and work at the College. A proportion of the sum will be deducted from their salaries monthly.

Maternity/Paternity/Adoption

Enhanced maternity/paternity/adoption pay is available to eligible staff members.

Learning and development

All staff are offered opportunities for learning and development, which can be in a variety of formats, online and in-person, formal and informal.

Study loans

Staff who have satisfactorily completed two years of service may apply for a study grant and loan. Subject to approval of the course to be studied, the College will grant up to 60% of the course fees* and will provide an interest free loan for the balance. The balance to be repaid over an agreed period.

*total course fees should not exceed £5,000

Cycle to work scheme

A salary sacrifice scheme to aid the purchase of a bicycle for travelling to work is available.

Childcare vouchers

A salary sacrifice scheme to support payment of childcare is available to eligible staff members.

Eye tests

The cost of eye tests (up to £30) will be reimbursed.

Employee assistance scheme

Provided by Bupa, the employee assistance helpline provides free confidential support 24 hours a day. Qualified counsellors can support with emotional wellbeing, stress and bereavement as well as provide advice on money management and consumer rights.

Food and drink

Tea and coffee (including Nespresso machine) is provided on each staff office floor.

This is an example of the current benefits offered by the College and is not contractual.

Role Description

Job Title:	Digital Coordinator
Reports to:	Communications Manager
Line reports:	None
Contract terms:	Permanent, full time
Grade:	C
Salary	£33,344-£35,123
Location:	18 Stephenson Way, London NW1 2HD

Background Information

About The Royal College of Ophthalmologists

The Royal College of Ophthalmologists (RCOphth) is the only professional body for medically qualified eye doctors, who specialise in the prevention, treatment and management of eye disease, including surgery. Ophthalmology is the largest elective care specialty in the UK with over 8% of outpatient appointments.

RCOphth acts as the voice of the profession and champions excellence in the practice of ophthalmology. We work collaboratively with government, health departments, charities and eye health organisations, developing policy to influence eye care services in the UK, including workforce planning.

The College sets the curriculum and examinations for trainee ophthalmologists. We provide continued guidance, education and training to maintain professional standards and promote research and science for all members and other key healthcare professionals.

RCOphth has 4,000 members in the UK and overseas. Our Clinical and lay volunteers on the Trustee board, Council and committees, with the senior staff leadership team, work with all staff to develop and deliver RCOphth's strategy. The team of 32 staff are currently working remotely at the prestigious head office is based in Euston, London.

Policy and Communications Team

The Policy and Communications team builds awareness of the RCOphth as the credible national voice of ophthalmologists, and their patients, to influence eye health policy, workforce and service design. The team develops impactful strategic and tactical stakeholder communications across all channels, to influence key decision makers and to support our members throughout their careers, optimising the membership proposition value.

The Digital Coordinator (DC) role

Digital communications play an active and central role at the RCOphth. The Digital Coordinator works largely unsupervised on a day to day basis, line managed by the Communications Manager. The DC will implement an effective digital marketing programme encouraging engagement and action with key stakeholders, working with the Communications Team. The DC will be responsible for reporting and evaluating the performance of digital campaigns and projects and make recommendations for improvement.

This is a varied and dynamic role, working across all internal departments of the RCOphth. You will be a digital role model and encourage a positive digital culture providing expert support, training and advice to colleagues and members. You will be an excellent ambassador for the RCOphth, promoting its values and achievements.

Main Areas of Work and Responsibility

- Manage all digital channels to optimise communications' objectives and aims
- Develop dynamic and SEO content across all digital channels to drive engagement
- Audit and research trends in digital membership communications to improve user experience
- Develop user-friendly performance reporting and analytics
- Work with staff and volunteers on the production of digital media (podcasts, video content) to supplement communications

Social Media

- Ensure a proactive RCOphth presence on social media day to day, including writing appropriate repurposed content
- Work with the Communications Manager to develop social media campaigns including Congress, our annual conference, and events programme
- Ensure the President's twitter account promotes the work of the office
- Identify trends and opportunities within social media to improve reach and relevance
- Report on effectiveness of social media engagement
- Ensure sound governance applied to content creation
- Manage interactions on social media channels, sourcing and sense checking responses with the relevant teams and the Communications Manager

Website

- Liaise with the digital agency where needed and manage issues and project developments
- In supervision with the Communications Manager, manage contract and SLAs
- Ensure that the RCOphth website content, copy and images are maintained to a high standard, meets SEO and improves the user experience
- Support departments to develop information within the agreed content strategy framework
- Provide technical and troubleshooting support to resolve issues working with web agency and the IT Manager
- Train others in the use of the content management system (CMS)

E-communications

- Develop and publish the RCOphth's e-newsletter (Eyemail) with relevant content and to segmented audiences as required
- Develop and publish other e-communications as directed
- Train others in the use of the e-marketing software
- Compliance with GDPR in all e-communications

Key Working Relationships

- Head of Communications & Engagement, Communications Manager
- Policy & Communications team, Heads of departments, other managers and colleagues
- RCOphth Members and College Officers
- Medical Royal Colleges – digital communications peers networking
- Website and CRM agencies – to manage project development activities

Scope and Accountability

Financial:	<ul style="list-style-type: none"> • Work with the Manager to approve budgets and agency costs.
Other resources:	<ul style="list-style-type: none"> • Use of media monitoring tools • Use of CMS and CRM systems • Use of e-communications systems • Managing corporate and marketing collateral
People management:	<ul style="list-style-type: none"> • Web agency
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Compliance with health and safety procedures, including prompt reporting of any defects, risks or potential hazards • Compliance with the organisation’s data protection and privacy policies • Compliance with EU General Data Protection Regulation (GDPR)

Person Specification

	Criteria	Essential (E) Desirable (D)
Knowledge, Qualifications and Experience	Experience working in a similar role for a minimum of 2-3 years	E
	Experience of contributing to or managing membership and/or stakeholder communications	D
	Highly competent and experienced in management and development of digital platforms	E
	Use of analytics and reporting tools (Google Analytics, Social media analytics)	E
	Able to mitigate changes to digital media performance and tracking software to ensure compliance and effectiveness	E
	Is able to provide technical expertise in the use of CMS (Wordpress or other), emailing software and CRM (iMIS or other)	E
	Builds professional relationships internally and externally	E
	Experience in an academic, membership environment or healthcare environment	D
	Educated to A level standard minimum	E
	Degree in Marketing, Communications or other relevant qualification	D
Skills and Abilities	Good organisational and project management skills	E
	Excellent copywriting skills	E
	Excellent verbal and writing skills	E
	Is a creative thinker with an eye for detail and imagery	D
	Is a confident communicator and with all levels of staff and volunteers (clinicians)	E
	Can work autonomously knowing when to seek guidance	E
	Solves problems logically	E
	Work in consultation with stakeholders	E
	A good working knowledge of Microsoft Office	E

	IT and digital software competency	E
	Adobe Photoshop and Illustrator experience	D
	Is able to prioritise and be adaptable to accommodate work as needed	D
Personal Qualities (Attributes)	Represents RCOphth in a professional manner	E
	Shares knowledge and explains to others	D
	Contributes ideas	E
	Demonstrates a positive 'can do' attitude	D
	Acts with integrity, honesty and professionalism at all times	E
	Appreciation of good customer service at all times	E
Other requirements	Is able to prioritise and be adaptable to accommodate work as needed	E
	Committed to own continuing professional development	E
	Commitment to equality and diversity and understanding of how this applies to own area of work	E
	Willingness to participate in staff learning and development activities	E
	Willingness to travel in the UK with possible overnight stays	E