

Job statement

Digital Communications Manger			
Salary band	Manager	Salary	£41,000-£43,000
Department	Communications and Engagement	Work location	41 Portland Place, London, however staff are currently working remotely with no expectation to return 5 days a week
Reports to	Head of communications	Direct reports	Creative content lead
Role duration	24 months fixed term, with potential to extend subject to funding	Last updated	22/07/21

The organisation

The Academy's core mission is to advance biomedical and health research and its translation into benefits for society. We are working to secure a future in which:

- UK and global health is improved by the best research
- The UK leads the world in biomedical and health research, and is renowned for the quality of its research outputs, talent and collaborations.
- Independent, high quality medical science advice informs the decisions that affect society.
- More people have a say in the future of health and research.

The Academy's 1368 Fellows have been elected on the basis of outstanding contributions to a range of scientific fields, and are drawn from universities, hospitals, general practice, industry and the public service. Our Fellows are central to all we do. It is their talent and expertise that ensures we can bring authoritative opinion and practical guidance to complex issues in medical science and healthcare.

Established in 1998 as an expert body to deal with issues at the interface of medical science and healthcare, the Academy is part of the national academies group, alongside the Royal Society, British Academy, and the Royal Academy of Engineering. We are governed by a Council of 21 Fellows, including 6 Honorary Officers who provide strategic advice and oversight. Professor Sir Robert Lechler FMedSci is the current President.

The Academy is:

- An elected Fellowship of the UK's best biomedical and health researchers
- An independent source of evidence-based and expert advice
- Connected to, and respected by, decision makers
- Focused on realising cross-disciplinary opportunities across academia, industry and healthcare.
- Committed to improving and celebrating diversity - in all its forms - in the biomedical and health research community
- Global in outlook, reach and influence
- Catalytic, inclusive and accessible in our approach
- Responsive to change and innovative in our solutions
- Adept at maximising our impact through partnership working

We seek to advance UK and global biomedical and health research through five strategic challenges (as set out in our 2017-22 strategy):

- 1. To harness our expertise and convening power to tackle the biggest scientific and health challenges and opportunities facing our society.**
- 2. To lead innovation in the development of research talent through funding and careers support.**
- 3. To achieve influence and impact beyond the UK to improve health and well-being.**
- 4. To become the exemplar of a 'modern scientific academy' – diverse, trusted, dynamic, relevant and accessible.**
- 5. To enhance the Academy's delivery capability, making sure we have the Fellows, staff, partners, resources and influence to make an even greater contribution to the UK and beyond.**

The Fellowship is served by a team of 52 staff.

Communications at the Academy

Communications at the Academy encompasses a diverse range of activities including media and digital communications, print production, public engagement and events for professionals and the public. The post holder is responsible for supporting the delivery of communications activities that meet our strategic objective to 'Engage patients, the public and professional in dialogue' and to support our strategic challenges to 'Harness our expertise and convening power to tackle the biggest scientific and health challenges and opportunities facing our society' and 'To become the exemplar of a 'modern scientific academy' – diverse, trusted, dynamic, relevant and accessible.'

The role

The purpose of this role is to ensure clear and consistent messages about the Academy's work reach target audiences through digital channels in accessible and engaging ways. The post holder is required to lead on work to raise the profile of the Academy and influence stakeholders using digital content, driving our communications strategy,

managing a member of staff and supporting staff from different teams to deliver digital communications activities.

This role comprises overseeing use and maintenance of the Academy website, associated microsites and newsletters as well as management of the Academy's social media accounts. The post holder requires a detailed understanding of the aims and objectives of the Academy, partner organisations and funders, and the relevant political landscape. They will require a sophisticated understanding of digital communications and an ability to identify trends and respond with new content. They will plan and execute digital campaigns and continually explore new ways to communicate and reach different audiences. The post holder will also work closely with the News and Media Manager, to ensure that our digital content is timely and responsive.

Key tasks and responsibilities

Digital strategy and planning

- Help develop and implement the Academy communications strategy to ensure our digital communications are engaging target audiences and influencing key stakeholders.
- Put systems in place to ensure digital outputs are timely, coordinated, accessible and engaging, and have appropriate sign off. Ensure consistency of output outside office hours.
- Chair a regular editorial meeting to ensure that our digital channels are best achieving our needs. Communicate editorial decisions tactfully and effectively to the communications team and other Academy teams.
- Liaise with staff across the Academy, the Academy President, Council and key stakeholders when necessary, to ensure our digital communications are meeting their requirements.
- Deal effectively with threats to the reputation of the Academy, mitigating risks, responding to criticism and supporting crisis preparedness activities.
- Work with the Media and News Manager to ensure that our digital channels are responding effectively to the news agenda and external affairs.
- Implement effective monitoring, evaluation and reporting and set realistic key performance indicators to help us strive for improvement.
- Identify trends and opportunities that will allow digital communications to deliver the Academy's mission.
- Manage a calendar of regular activities that require publicising using digital outputs – including a calendar of web and social media scheduling.

Website and digital communications

- Write, commission, create and edit digital outputs to tell our story, using an intelligent mix of web content, video, animations, images and infographics.
- Deliver digital packages and campaigns for Academy projects and report launches that engage and influence stakeholders.

- Oversee newsletter production across the Academy, supporting teams with templates and processes to ensure a strategic approach and consistent messages.
 - Act as Web Editor using metrics and knowledge of the Academy's objectives to commission and edit an engaging schedule of news, comment and features content for the Academy – offering flexibility to meet the news agenda and changing internal and external priorities.
 - Support other teams to develop, improve and edit their sections of the website.
 - Anticipate issues, act to head off risk and troubleshoot issues with the website. Liaise with the company that provides website maintenance when needed.
 - Liaise with the Digital Innovation Manager to ensure that the website connects with our CRM (Salesforce) and can be used for event booking and other key functions.
 - Oversee photoshoots and video production, including writing effective briefs, to ensure that our communications have appropriate images. Ensure multimedia products engage and represent the diversity of our audiences.
- Manage the Academy's library of multimedia assets, including images, videos and audio files.

Social media

- Provide strategic oversight of the way the Academy uses social media to engage and influence key audiences.
- Ensure an engaging and coordinated schedule of social media posts across all of our accounts.
- Manage a rota of staff generating and scheduling social media posts.

Management

- Line manage the Creative Content Lead and ensure they are effective in their role, including leading on recruitment, induction, performance review, training, development and regular 121s.
- Supervise interns, placement students or temporary communication staff as needed.
- Coach and support other members of the communications team as needed.
- Manage external contractors when required, including writing contracts, managing budgets and ensuring their work meets our requirements.
- Set, monitor and manage yearly budgets for digital communications and one-off digital focused projects.
- Keep abreast of policies around data governance, copyright and other legal requirements and ensure our digital communications meet these standards

Diversity and inclusion

- Ensure continuous learning about the diversity and inclusion agenda within the communications team across all protected characteristics to ensure that our digital communications are accessible and representative.

Wellbeing

- Be a role model for good work life balance and healthy working practices and support others in the communications team to do the same.

Location

The post is located at 41 Portland Place, London, W1B 1QH.

Person Specification

		ESSENTIAL	DESIRABLE	LIKELY TO BE ASSESSED BY; I - Interview AF - Application form T - Test
	EDUCATION, QUALIFICATIONS, KNOWLEDGE			
1	Degree or equivalent experience in science, comms or, digital	✓		AF & I
2	Interest in science communication	✓		AF
3	Knowledge of use of web and social media to communicate	✓		AF & I
	SKILLS			
4	Excellent written and verbal communications skills	✓		AF & I
5	Digital content production (websites, video, audio, images)		✓	AF & I
6	Ability to effectively communicate complex information	✓		I
7	Ability to build effective relationships quickly and inspire trust	✓		AF & I
8	Ability to manage multiple long and short term projects	✓		AF & I
9	Ability to work under pressure to short deadlines	✓		AF & I
10	Ability to be creative and innovate	✓		AF & I
	EXPERIENCE			
11	Working in a communications office environment – minimum 3 years	✓		AF & I
12	Working with academics and researchers		✓	AF
13	Creating content for an organisational website and social media	✓		AF & I
14	Line management		✓	AF & I

15	Using website and social media to communicate research or policy		✓	AF & I
	COMPETENCES			
16	<p>Focussed Achievement, Initiative & Drive.</p> <ul style="list-style-type: none"> • Develops and implements new ideas, solutions, processes and practices that impact positively on the Academy • Sets clear deadlines & objectives for others and communicates who is doing what by when. • Actively contributes to the setting of budgets and controls costs to remain within agreed budget. 	✓		
17	<p>Decision Making/Judgement</p> <ul style="list-style-type: none"> • Anticipates risks and the implications of decisions, taking ownership to ensure robust results. 	✓		
18	<p>Communicating & influencing</p> <ul style="list-style-type: none"> • Builds support for recommendations and decisions, finds common ground and mutual benefits to gain agreement and commitment. • Remains approachable and makes a point of keeping in regular communication with others. 	✓		