



**ROYAL
ECONOMIC
SOCIETY**

Digital Communications Officer

Job Summary

Title: Digital Communications Officer

Reports to: Head of Communications & Engagement

Location: Currently remote working due to COVID-19, but otherwise based at our offices in Westminster, Central London (occasional travel to meetings within the UK may be required)

Salary: £26k-30k dependent on experience

Hours: 35 hours per week

Job Type: Permanent

Closing date: 15 October 2021

Society Background

Our purpose is to promote the study of economic science. With over 6,000 members worldwide, we are one of the oldest economic associations in the world. We are a registered charity and membership is open to anyone who shares our aims and objectives. The Society publishes two scientific journals - The Economic Journal and The Econometrics Journal – containing high quality peer-reviewed papers from an international authorship.

Our popular annual conference provides a forum for research, debate, and networking. We also provide resources for economists and support for education and the training of students, teachers and researchers. Increasingly we are focused on improving the public understanding of economics through engagement with schools and the wider public.

Job Description

The Royal Economic Society is looking for a digital communications specialist to raise the profile of the Society and to help us enhance the credibility and visibility of economics.

Reporting to the Head of Communications & Engagement, you will take a leading role in the planning, creation and delivery of our digital communications activity. You will enjoy working with colleagues, committee volunteers and eminent economists to create engaging and accurate content for a variety of channels, using your design and copywriting skills.

To be successful, you will have exceptional writing skills with a strong record of effective digital communications, designing and editing multimedia content along with knowledge and experience of (or interest in) economics. Finally, you will combine excellent interpersonal skills with an ability to oversee continued improvements to the content and structure of our website, digital communications and social platforms.

Royal Economic Society, 2 Dean Trench Street, Westminster, London, SW1P 3HE

Telephone: 0203 137 6301 Email: resoffice@res.org.uk

The Royal Economic Society is a registered charity no. 231508. VAT registration: 214168584

Key Responsibilities

1 - Digital Communications

- Manage the Society's website and social media presence under the direction of the Head of Communications & Engagement, producing, editing and maintaining high standards of content
- Manage content and channel planning including key dates and anniversaries along with sharing topical information
- Produce the Society's e-news and other member communications, develop and manage media releases on the Society's activities liaising with academics, members, committees and staff as appropriate
- Produce and deliver engaging social media coverage of all RES events and promotions
- Record, edit and produce video content, working closely with eminent speakers
- Provide digital and visual support for the Society's webinar programme, in addition to planning and sharing content to internal and external audiences, and the promotion of the Society's other events as required

2 - Design & Content

- Proactively update and curate all content on the website including preparing and publishing new written, visual and audio content
- Design and produce promotional materials to support the Society's activities and events including e-marketing campaigns, leaflets, posters and programmes for events, using digital channels and innovative promotional means
- Create and produce a variety of multimedia content including videos, animations, images and graphics for RES activity, liaising with stakeholders as required
- Develop final copy and contribute to campaigns in support of the Society's other strategic priorities, including acquiring and retaining members, outreach activity to schools and promotion of grant schemes
- Work with third party providers for events and other projects, editing and enhancing content as required
- Contribute to the Society's quarterly member newsletter, working with the Newsletter Editor and printers

3 - Planning & Reporting

- Analyse the impact of the Society's digital communications, generating reports and making recommendations for improvements
- Manage assigned communication plans for the Society's activities
- Maintain and develop assigned contact databases
- Support the work of the Communications and Engagement Committee, CHUDE and other committees as required

Person Specification

Essential Skills

- Excellent communication skills, including experience of turning complex ideas into accessible copy for a range of audiences
- Excellent editing, copywriting and proofreading skills
- Experience of building, maintaining and engaging audiences on social media
- Strong organisational, proofreading and administrative skills, significant experience with IT, including MS Office packages (including Excel).
- Technical and design experience including producing videos, infographics, animations and images
- Experience with relevant software packages: Adobe Photoshop for graphic design, Premiere for video editing and InDesign for publication formatting
- Familiarity with content management and design systems for websites
- Interest in and understanding of economics
- Degree level of education or equivalent
- Excellent interpersonal skills, dealing with a range of stakeholders in a professional engaging manner and the ability to use appropriate language and images to represent the organisation online and through social media
- Ability to work well within a team, with a flexible can-do approach to work
- Ability to work independently and prioritise workload

Desired Skills

1. Knowledge and experience of the academic sector including learned societies
2. Experience of managing media contacts
3. Economics degree or equivalent

Application Process: Please send your CV **along with a personal statement outlining how you meet each person specification point**. Applications that have not linked the personal statement to the person specification points will not be considered. Upon completion forward all applications to resoffice@res.org.uk by midnight 15 October 21. Applications after the deadline will not be considered.

Enquiries: For further information, or if you require any reasonable adjustments in submitting your application, please contact the office via e-mail at resoffice@res.org.uk The Royal Economic Society is committed to equality and valuing diversity. **Please note, no agencies.**

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