



**British
Geological Survey**
Expert | Impartial | Innovative

Digital Communications Officer

UKRI – NERC – BGS

Lyell Centre, Edinburgh

£30,357 - £32,997 (depending on qualifications and experience)

Full Time – 37 hours a week (a range of flexible working options may be available)

Permanent Appointment

About us

The British Geological Survey (BGS) is an applied geoscience research centre that is housed in UK Research and Innovation (UKRI) and affiliated to the Natural Environment Research Council (NERC). It is a world leading geological survey that provides a core science mission to inform government of science related to the subsurface and its interfaces and also undertakes applied research for solutions to earth and environmental processes, both in the UK and globally. It is funded directly by UKRI as well as through research grants and via private sector contracts.

BGS has an annual budget of approximately £60 million and employs 650 people. It has two main sites, a head office in Keyworth near Nottingham and the Lyell Centre, which is a joint collaboration with Heriot Watt University in Edinburgh. BGS works with more than 150 private sector organisations as well as having close links with 40 universities and sponsors approximately 100 PhD students each year.

About the role

We have an opportunity for a motivated Digital Communications Officer to join our Corporate Communications and Publications Directorate.

As the Digital Communications Officer providing high quality support to enable BGS to deliver effective and engaging digital communications.

You will have responsibility for developing and delivering digital communication campaigns. You will be part of a wider team providing a web support service for all BGS staff, including: updating, reviewing and publishing content; creating online forms and surveys and reviewing and sending email alerts. In addition, you will generate content for, monitor and analyse BGS's social media channels (including Twitter, Facebook, the BGS blog) and use social media to engage with our key audiences in a friendly, creative and professional manner. You will also be responsible for commissioning and generating video and audio content for these channels. You will provide online impact reports, monitor the effectiveness of our digital communications and make recommendations for improvement.

Key Responsibilities:

- To generate, monitor and analyse BGS's social media channels, including Twitter, Facebook and LinkedIn. You must deal effectively with feedback and enquiries received through social media and post engaging (visual and creative) social media content
- To produce and analyse web and social media statistics to inform BGS's communications monitoring and evaluation activities

- To deal effectively with website enquiries and content requests that are submitted by BGS staff and external contacts. This includes reviewing, editing and publishing content on our content management system. You must ensure that all content published on our website is usable, accessible and meets our style guidelines
- To actively review and manage existing content to ensure that it remains accurate and up-to-date. This will include auditing content and updating it as necessary
- To manage and deliver vital digital communication tools and resources, including online forms, surveys and electronic newsletters
- To carry out other communications activities as required, for example assisting with the delivery of BGS's digital communications campaigns
- To play an active role across the whole BGS Corporate Communications department
- To be part of the on-call media team
- For the post based in Edinburgh, you must have proven experience of videography

About you

With effective written and verbal communication skills, you must be able to prioritise and respond flexibly to customer needs within a rapidly changing environment. Experience of using a web content management system to create and publish web content is an essential requirement, along with the ability to manage several tasks simultaneously. You will be an enthusiastic, positive self-starter who works well as part of a team.

What we offer

A generous benefits package is also offered, including a very competitive pension scheme, 30 days annual leave plus bank holidays and access to flexi-time.

Please note that any internal BGS staff applying for this post would, if successful, be appointed to new UKRI Terms and Conditions and pay.

How to Apply

Applicants are required to include a cover letter outlining their suitability for this role. We would stress the importance of this paperwork in our selection process. **A well thought through application addressing the advertised essential and desirable criteria for the post will be considered far more favourably than a generic covering letter and CV.**

Applications are being handled by UK Shared Business Services, to apply please visit our job board at http://www.topcareer.jobs/Vacancy/irc247203_8828.aspx

Applicants who are unable to apply online should contact us by telephone on +44 (0)1793 867000.

Closing date for receipt of applications is **15 November 2018**. Interviews will be held in Edinburgh on Monday 10 December 2018.

BGS provides a range of flexible working options including flexible working patterns, compressed hours and home working so if you have a need for flexibility, please raise this in the recruitment process when your needs, balanced with the requirements of the role, will be fully considered.

UKRI values diversity and welcomes applications from all sections of the community. People with disabilities and those from ethnic minorities are currently under-represented and their applications are particularly welcome. There is a guaranteed Interview scheme for suitable candidates with disabilities.

The British Geological Survey is an Investors in People organisation and has achieved Bronze status for Athena SWAN – a scheme that recognises an organisation’s commitment and progress in developing a diverse and inclusive workforce.



	<i>Essential</i>	<i>Desirable:</i>
QUALIFICATIONS	<ul style="list-style-type: none"> Degree or equivalent qualification or equivalent knowledge/experience in a communications role 	
EXPERIENCE	<ul style="list-style-type: none"> Experience of using a web content management system to create and publish web content Experience of copy editing or editing content in line with a style guide Experience of content generation for new media, which can be re-purposed for all appropriate communication channels Experience of creating and publishing social media content for work purposes, in particular on Twitter and Facebook Experience of generating engaging content for social media, the web or blogs To generate, monitor and analyse BGS's social media channels, including Twitter, Facebook and LinkedIn. You must deal effectively with feedback and enquiries received through social media and post engaging (visual and creative) social media content For the Edinburgh based position, proven skills in videography. 	<ul style="list-style-type: none"> Good knowledge of web usability and accessibility Experience of using social media and online analytical tools for analysing and reporting on social media and online content impact.
KNOWLEDGE	<ul style="list-style-type: none"> Proven ability to navigate and generate content for social media channels Proven ability to track, monitor and evaluate social media reach and influence through online digital packages 	<ul style="list-style-type: none"> experience of creating online forms, surveys and newsletters, using tools like SmartSurvey and GovDelivery Media experience, in managing enquiries and developing lines to take

		<ul style="list-style-type: none"> • Knowledge and understanding of UK research and Science research in particular
SKILLS AND ABILITIES	<ul style="list-style-type: none"> • Evidence of excellent written and oral communication skills • Ability to work unsupervised • Good attention to detail • Ability to prioritise work and meet tight deadlines • Ability to work within a variety of teams, demonstrating an ability to lead teams and to participate as a team member • Flexible approach and the ability to adapt to changing priorities • Ability to train members of staff • To produce and analyse web and social media statistics to inform BGS's communications monitoring and evaluation activities • To actively review and manage existing content to ensure that it remains accurate and up-to-date. This will include auditing content and updating it as necessary • To play an active role across the whole BGS Corporate Communications department • To be part of the on-call media team. 	<ul style="list-style-type: none"> • To carry out other communications activities as required, for example assisting with the delivery of BGS's digital communications campaigns • Supporting the introduction of a new website • Evidence of Photography skills
PERSONAL QUALITIES	<ul style="list-style-type: none"> • The ability to form good working relationships with people at all levels • The ability to provide constructive feedback and say 'no' when required • Enthusiastic, positive self-starter who works well as part of a team • Approachable • Manage internal and external stakeholders effectively • Able to travel off-site / abroad regularly / occasionally 	

MOTIVATION	<ul style="list-style-type: none">• Demonstrates an interest in the work of BGS and UKRI• Displays an enthusiasm for their digital communication• Demonstrates an interest in their own Continuing Professional Development• Demonstrates curiosity and a drive to resolve scientific problems• Desire to continuously improve our digital communication performance and impact.	
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