



## **Senior Digital Communications Manager**

**UKRI – NERC – BGS**

**Keyworth, Nottingham or The Lyell Centre, Edinburgh**

**£37,789 to £41,988 per annum (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 the public, government and stakeholders of science related to the subsurface and its interfaces. It 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.

We are seeking to appoint a highly motivated and experienced Senior Digital Communications Manager to be based either at our headquarters in Keyworth in Nottingham or in our Edinburgh office located at Heriot Watt University in the Lyell Centre.

### **About the role**

The Senior Digital Communications Manager will be part of BGS's Communications & Engagement management team, within the Communications & Engagement Directorate. The role reports to the Director of Communications & External Affairs and works alongside the Head of Engagement and Communications.

This post's remit is to build awareness of BGS's role in the environmental sciences and demonstrate its value to the science and business communities, Government and public stakeholders, in line with BGS's corporate strategy. Primary responsibilities include:

- To lead and manage the delivery and redesign of BGS's new corporate website and oversee its shift to a new content management system (CMS). The website redesign will reflect UKRI's and Government's commitment to digital communications and the organisation's need to better demonstrate the benefits and impact of its science to public-sector and business audiences.
- Support with the redevelopment of a revised brand for BGS with key internal and external stakeholders and leading the implementation and roll-out of the revised brand.
- The role involves managing the team for the curation, creation and delivery of a broad range of content to effectively engage target audiences, helping them understand and engage with BGS's contribution to the furthering of scientific insight, so that society, business, industry and Government can act knowledgeably and responsibly in relation to our natural environment.



- The objective of this role is to build advocacy and understanding among BGS's stakeholder communities, to ensure the knowledge, discoveries and insights produced by the UK's leading geoscientists are used to inform and inspire.
- The Senior Digital Communications Manager will work with and across UKRI, collaborating with its fellow Research Councils, and other strategically funded institutes and partner organisations. In doing so, it ensures that BGS shares its expertise and best practice, and optimises the return on investment and support received from the UK taxpayer and Government.
- Other responsibilities include to: Lead the work of the Digital Communications Team – this will involve managing the curation, development and delivery of content to engage target audiences through a range of channels (digital, social media, media and print), helping to articulate a clear identity and position for BGS, demonstrating the value and impact of BGS capability, science, and building BGS's advocacy base.
- You will manage the in-house website and intranet team, supporting the development and innovation for these channels and teams.
- Being an active member of the senior management team of the Communications & Engagement Department – deputising for the Director of Communications & External Affairs, as and when required.
- Lead on the development of a digital communications strategy for BGS, set within the wider Corporate Communications and Engagement Strategy.
- Evaluating the effectiveness of communications activities and ensuring this informs future strategy development and planning.
- Supporting the wider team in managing proactive and reactive media activity and requests, and advising colleagues on appropriate responses.
- Supporting the wider team in providing flexible cover for managing inbound and outbound crisis communications activity and emergency scenarios, including out of hours, when appropriate and will be required to be a member of the on-call media team.
- Develop and maintain effective working relationships with key audiences and channel owners, to ensure BGS reaches audiences in the most appropriate and timely manner – working in partnership with the Head Engagement and Communications.
- Build and maintain effective working relationships internally and externally with BGS colleagues – developing a strong relationship with the Chief Digital Officer, Head of IT and BGS's Informatics Science Directorate. Externally working with partners across UKRI, other partner organisations, and communication leads in Government, Higher Education Institutes (HEIs) and charities.
- Responsibility for leading a change programme within the Communications & Engagement Department, as well as supporting change programmes across BGS.
- Demonstrate continuous professional development and active networking in the digital communications professional community.
- Significant travel to other BGS, NERC and UKRI sites will be required in this role.

### **About you**

You will have a degree level qualification and equivalent communications experience as well as experience in developing and implementing a digital communications strategy.

You will be a strong people manager and have experience of driving a change agenda through an organisation, across multiple platforms and working with multiple stakeholders, both internally and externally.

With strong communication skills and political acumen, you will have a track record in delivering evaluated campaigns that make a difference. You will have worked in high



pressure environments and have recent experience of incident/crisis communications planning.

Please also refer to the specific essential and desirable skills criteria for this post.

### **What we offer**

A generous benefits package is also offered, including a very competitive pension scheme, 30 days annual leave plus bank holidays, free parking and access to flexi-time. For a salary at the top end of the advertised range, you will also need to meet the desirable criteria detailed on the TopCareer.jobs website.

We also offer the 'Bike to Work' scheme, free parking, health and wellbeing support, social clubs and on-site sports facilities.

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/irc248717\\_9264.aspx](http://www.topcareer.jobs/Vacancy/irc248717_9264.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 31 March 2019.**

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.

We are committed to promoting equality and diversity across our organisation as well as across all areas of our science community. As such, we aim to have a workforce with employees from all backgrounds with people who are passionate about earth science and who share our commitment to work for the good of the environment and the benefit of society.

We will actively seek to avoid discrimination on the grounds of age, being or becoming a transsexual person, being married or in a civil partnership, being pregnant or on maternity leave, disability, race (including colour, nationality, ethnic or national origin), sex or sexual orientation.



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.



<b>Specific Skills Criteria</b>		
	<i>Essential</i>	<i>Desirable</i>
<b>QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• Educated to degree level in a relevant Communications discipline and with extensive experience</li> <li>• A member of a relevant communications professional body.</li> </ul>	<ul style="list-style-type: none"> <li>• Prince2 project management qualification</li> <li>• Web Marketing (Search Engine Optimisation) qualification</li> </ul>
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Experience in developing and implementing a digital communications strategy</li> <li>• Experience of managing and developing a suite of digital communications channels</li> <li>• At least 5 years’ experience of managing a large corporate website, with experience of design or redesign of websites and implementing content management systems</li> <li>• Experience of developing and managing digital campaigns and leading communications projects</li> <li>• Experience of managing internal and external stakeholders to a senior level and of working with contractors</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the public sector</li> <li>• Experience of the research or higher education sectors</li> <li>• Experience of working with sensitive and complex issues and presenting these effectively using a range of approaches</li> </ul>



<b>KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>• Evidence of strong digital, written and oral communications skills</li> <li>• Excellent understanding of a broad range of communication disciplines, especially in and across complex subject areas</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Government digital strategy</li> <li>• Working knowledge of HTML and CSS</li> <li>• Political awareness – ability to understand the wider context within which the Research Councils operate in</li> </ul>
<b>SKILLS AND ABILITIES</b>	<ul style="list-style-type: none"> <li>• People/staff management experience</li> <li>• Strong project management skills</li> <li>• Excellent communication and interpersonal skills with colleagues at all levels – ability to communicate technical issues to non-specialists</li> </ul>	
<b>PERSONAL QUALITIES</b>	<ul style="list-style-type: none"> <li>• A commitment to ongoing Continuing Professional Development</li> <li>• Ability to respond to media demands outside of normal office hours</li> <li>• Ability to travel significantly within the UK, with occasional overnight stays</li> <li>• Experience of building and maintaining professional networks, across multiple organisations</li> <li>• Public Sector advocate</li> </ul>	
<b>MOTIVATION</b>	<ul style="list-style-type: none"> <li>• Displays and interest in the aims and objectives of BGS, NERC and UKRI</li> <li>• Ability to work independently and demonstrate initiative – able to resolve common problems without the need to refer to senior staff</li> </ul>	<ul style="list-style-type: none"> <li>• Record of successful collaborations with others</li> </ul>

