

Royal College of Psychiatrists

Candidate Information Pack

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| **Job Title** | **Social Media and Digital Assets Officer** |

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| **Job Reference No** | **Strategic Communications** |

**April 2022**

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# About Royal College of Psychiatrists

## Background

The Royal College of Psychiatrists (the College) are the professional medical body responsible for supporting psychiatrists throughout their careers from training through to retirement, and in setting and raising standards of psychiatry in the United Kingdom.

We work to secure the best outcomes for people with mental illness, intellectual disabilities and developmental disorders by promoting excellent mental health services, supporting the prevention of mental illness, training outstanding psychiatrists, promoting quality and research, setting standards and being the voice of psychiatry.

**Our Mission**

The College works to secure the best outcomes for people with mental illness, learning difficulties and developmental disorders by promoting excellent mental health services, supporting the prevention of mental illness, training outstanding psychiatrists, promoting quality and research, setting standards and being the voice of psychiatry.

**What we do**

The Royal College of Psychiatrists is the professional medical body responsible for supporting psychiatrists throughout their careers from training through to retirement, and in setting and raising standards of psychiatry in the United Kingdom.

We work to secure the best outcomes for people with mental illness, intellectual disabilities, and developmental disorders by promoting excellent mental health services, supporting the prevention of mental illness, training outstanding psychiatrists, promoting quality and research, setting standards and being the voice of psychiatry.

We:

* set standards and promote excellence in psychiatry and mental healthcare
* lead, represent and support psychiatrists
* work with patients, carers, and their organisations.

**Our Members**

We deliver impact and value for our members.

Our members are psychiatrists, who deliver outstanding services to patients and carers across the UK, and all over the world, and hundreds of mental health services are signed up to our quality networks.

We value patients and carers and involve them in our work – on the basis of co-production.

**Our Governance**

The **College Council** discuss the affairs of the organisation and make recommendations to the **Board of Trustees** on many of the biggest decisions the College has to make.

It has overall responsibility for education and psychiatric training, policy, professional practice, professional standards, public engagement, quality improvement and research. Led by an elected President, (who leads the College on behalf of its members and associates), Full details of the College’s Council can be found at: <https://www.rcpsych.ac.uk/about-us/our-people-and-how-we-make-decisions/council>

### Our Values and Behaviours

The College has a clear set of values which drive everything we do. They support our leaders and staff to make values-based decisions and they enable the creation and reinforcement of our positive, empowering and enabling culture.

We have worked in collaboration with our members and staff to define six core values that underpin our behaviours and how we operate at every level of the College.

These **C.I.R.C.L.E**. values are:

* **C**ourage
* **I**nnovation
* **R**espect
* **C**ollaboration
* **L**earning
* **E**xcellence

**Equality, Diversity, and Inclusion**

The College is opposed to all forms of prejudice and believes that everyone should be treated fairly, regardless of age, disability, gender reassignment, marriage and civil partnership status, race, religion or belief, sex, or sexual orientation (the protected characteristics).

We are committed to promoting equality, diversity and inclusion for our existing and future members, associates, affiliates, staff, and visitors in all our practices and arrangements. We actively advocate for, and support, equality of access, experience and outcomes for all College staff, all members and for all mental health patients and carers.

The College is committed to building and maintaining an inclusive and supportive culture, a place where we can all be ourselves and succeed on merit. We aim to promote a more inclusive environment, which attracts all candidates and signals our commitment to celebrate and promote diversity - which includes LGBTQ+ and other equality matters.

**Strategic Vision and Values**

On 14 January 2021 we published our new [Equality Action Plan](https://www.rcpsych.ac.uk/docs/default-source/about-us/equality-diversity-and-inclusivity/equality-action-plan---january-2021.pdf?sfvrsn=af74a81a_4), which contains 29 key actions and is central to our [College strategy for 2021-23](https://www.rcpsych.ac.uk/docs/default-source/about-us/corporate-publications/strategic-plan-2021-to-2023.pdf?sfvrsn=dd02f429_2).

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| **INFORMATION PACK**  **Social Media and Digital Assets Officer**  **(Strategic Communications)**  **£29,645 - £32,553 per annum**  **35 hours per week**  **Permanent contract** |

## APPLICATION PROCEDURES

In order to apply, please submit the following to the Human Resources Department, Royal College of Psychiatrists, by email to [HRrecruitment@rcpsych.ac.uk](mailto:HRrecruitment@rcpsych.ac.uk).

1. **Covering letter**, briefly stating how your skills and experience are relevant to each of the role that you apply for.
2. **Full curriculum vitae** (only one is necessary if you apply for multiple roles);
3. **Application form** (only one is necessary if you apply for multiple roles but put down the names of all the roles that you are applying for on the form).
4. **Diversity Monitoring form** (it will not be used at any stage of the selection process).

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| **The closing date for applications is: Friday 6 May 2022 @10am**  **Please note that applications received after this date and time will not be considered.** |

**Acknowledgement of receipt of applications will not be sent out.**

**Please be advised that due to large volume of applications received, only shortlisted candidates will be contacted in writing.**

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| **Interview date: Monday 23 May 2022** |

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| Information Pack |

At the College, we ensure that our recruitment process is objective and focussed on your ability to do the job. We want high quality, talented individuals to join our organisation and we assess this through your Application Form, CV and your covering letter. This is also carried out through the testing and the interview process.

The main purpose of your application is to move you to the testing and interview stage of the process where we get to meet you face to face. This **Information Pack** is designed to help give you the best opportunity to submit a successful application.

### Job Description and Person Specification

The **Job Description** describes the key responsibilities, duties and scope of the position. The **Person Specification** outlines the key skills, experience and qualifications that is required to carry out this role. The Application Form and your covering letter should demonstrate how your ability and experience will enable you to deliver what is required to do the job.

**College Values**

We have strong values, and we promote a consistent culture that is positive, empowering and enabling, in a way that promotes excellent member and staff experience, patient and carer experience, and excellence in psychiatry and wider mental health services, for the benefit of patients. Our culture is under-pinned by our C.I.R.C.L.E. values. All individuals must demonstrate how they meet our values through the selection process.

**Your Application**

We believe that past performance is the best indicator of future success and our recruitment process is designed to provide you with the opportunity to tell us about your achievements, the things of which you are most proud and to show us how these experiences make you the best person for the job.

You will need to apply using our standard Application Form, CV and attaching a covering letter.

These are a few important points that you should remember:

* **Read** the job description and person specification carefully – be clear about what the role is and about what we are looking for
* Keep your Application Form and covering letter **relevant** to the job that you are applying for
* Be **clear** and **concise**
* **Sell** your skills
* Highlight your **achievements** – tell us what you have done

**How to Apply**

You can only apply to the College for this position via the **Application Form attaching your CV with a covering letter.**

**Submitting an Application Form**

Our Application Form is designed to help you provide all the information that we need to help us to shortlist applicants for interview alongside your attached CV and covering letter.

You must ensure that all the sections of the Application Form are completed. Make sure your Application Form and covering letter is relevant to the role that you are applying for.

Read the job description and specification carefully and demonstrate to us that you are able to meet the needs of the role. If you need to, provide additional information on a separate sheet.

**Reasonable Adjustment**

We will consider putting into place appropriate reasonable adjustments for candidates who may have a disability.

**What happens next?**

#### Short listing

After the closing date we will shortlist all Application Forms, CVs and covering letters. The short-listing process will assess your Application Form, CV and covering letter against the contents of the **Person Specification**. We aim to complete this exercise and inform successful candidates as soon as possible after the closing date.

If successful, use your time effectively to prepare for the next part of the process:

* Learn as much as you can about College; visit our website ([www.rcpsych.ac.uk](http://www.rcpsych.ac.uk)).
* Research the position, and list the skills and experience sought matching these to your own experiences.
* Consider questions we are likely to ask and prepare your responses – think of examples to demonstrate your experience and ability.
* Prepare a list of questions you would like to ask.

#### Assessments

To assist in the selection process, candidates short listed for interview will also be required to undergo an assessment as part of the interview process. This will usually take place on the same day as the interview but in some cases a separate assessment day may be necessary.

The type of assessment depends on the role and the skills that we want to test. We use a variety of methods including case scenarios, presentations, numerical and verbal reasoning etc.

* **The Interview**

The interview process is an opportunity for you to highlight your skills and experiences and to demonstrate how you meet the requirements of the job.

Interview panels will usually consist of two or three people that have a direct interest in the role, for example the line manager of the position, another senior member and a member of the HR department.

All candidates are asked the same core questions designed to test whether you have the experience, skills, and attitude to deliver the requirements of the job and be an asset to College. Often supplementary questions will be asked to ensure that we get all the information we need to make the right decision.

We want you to give the best interview you can so if you require special facilities (e.g. a signer) you should inform us prior to the interview.

* **Contact and Feedback**

We aim to let all candidates know the result of their interview as quickly as reasonably possible.

Remember that your Application Form, CV and covering letter are the only things that we will use to short list applicants for interview so **take your time** in preparing, **proof-read** your Application Form and covering letter before you submit it and **sell yourself** to us.

We look forward to receiving your application.

**THE ROYAL COLLEGE OF PSYCHIATRISTS**

# JOB DESCRIPTION

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| **JOB TITLE:** | Social Media and Digital Assets Officer |
| **DEPARTMENT:** | Strategic Communications |
| **SECTION/FACULTY/PROJECT/CLUSTER:** | Digital |
| **RESPONSIBLE TO:** | Senior Social Media and Digital Assets Officer |
| **PAY BAND:** | 3 |

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| **JOB PURPOSE:** |
| * To manage the College’s podcast output and social media calendar awareness days, and to produce digital assets including video, podcasts and social media graphics for the Choose psychiatry campaign and other digital engagement. * To manage the Instagram account and support the management of the College’s social media channels. |

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| **KEY RESPONSIBILITIES:** |
| 1. To create digital assets such as video and audio, and to plan and implement multi-channel social media content to support College campaigns including our campaign to attract new psychiatrists, Choose Psychiatry. 2. To manage the College’s podcast output, including devising concepts, interviewee recruitment, recording, producing and publishing, with responsibilities to quality assure podcasts from other departments. 3. To manage the social media calendar of Awareness Days, Weeks and Months, including creating and sourcing original content from psychiatrists, service users and other stakeholders in the form of video, audio and written material, and ensure these are published across all social media platforms. 4. To manage the College’s Instagram account, including making decisions around how the College supports digital campaigns on the Instagram platform. 5. To manage some of the College’s multi-channel social media campaigns and projects with video, audio and written material. 6. To work with the Senior social media and digital assets officer and others to deliver paid for social media campaigns, including for Choose Psychiatry. 7. To produce banners to bring our social media content to life, in accordance with our Digital branding guidelines and banner templates. 8. To support the running and education of colleagues across the College generally. This includes helping the Senior social media and digital assets officer to plan and run SMG meetings, occasionally leading meetings, and suggesting and implementing ways to embed learning across the College. 9. To deputise for the Senior social media and digital assets officer as needed to run the College’s main twitter, Facebook, LinkedIn and YouTube accounts in addition to Instagram, helping to make sure these channels are up to date, coherent and maintain a high level of engagement and audience growth. 10. To come up with ideas, and support/lead the implementation of ideas to improve the College’s social media, including making better use of existing channels and identifying new channels to help us even better realise the College’s communications aims. 11. To support the Senior social media and digital assets officer to manage the College’s sub accounts, including managing the set-up of new accounts, keeping a record of which accounts we have, monitoring these accounts, and making sure the content complies with the College’s good practice standards. 12. To support the Senior social media and digital communications officer to analyse our social media communications, including producing reports and identifying things we should do more and less. 13. To support the Senior social media and digital assets officer to police the College’s Social media policy for staff and members. 14. To work with the rest of the Digital communications team to deliver projects to transform the College’s digital outputs, beyond the social media channels, as required. |

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| **THE COLLEGE VALUES:** |
| * Living out, and being a role model for, the College values and behaviours * Seeking out ways of working collaboratively, where possible * Upholding a positive, empowering and enabling environment for all staff |

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| **ADDITIONAL INFORMATION:** | |
| Budget Holder: | No |
| DBS check required? | Yes |

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| **GENERAL** |
| 1. Undertake any other duties related to the job purpose and which may be necessary in the College’s work.  2. To carry out all duties in a safe and proper manner in accordance with the College’s Health and Safety Policy.  3. To undertake all duties in line with the College’s values, policies, procedures, and regulations ensuring that the work undertaken actively promotes equality and diversity.  This job description is not exhaustive and is subject to change in accordance with the business need of the College. |

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| **Date**: | July 2021 |

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| **PERSON SPECIFICATION** | | | |
| **CRITERIA** | **APPLICATION FORM, CV & COVER LETTER** | **TEST** | **INTERVIEW** |
| **ESSENTIAL** |  |  |  |
| Experience of producing videos, from the planning stages through to delivery, including production of short versions of videos which can be used on social media channels. | ü |  | ü |
| Experience of producing podcasts, from the planning stages through to publishing and disseminating. | ü |  | ü |
| Experience of working with images and graphics packages to produce visuals including infographics which can be used to support social media campaigns. | ü |  | ü |
| Experience of delivering paid and organic social media campaigns including google ad words and paid for Twitter and Facebook. | ü |  | ü |
| Experience of providing training and/or communicating good practice to colleagues on social media good practice, to enable them to contribute to the social media communications in your organisation. | ü |  | ü |
| Experience of managing or supporting the management of social media channels for an organisation, including posting and responding. | ü |  | ü |
| Experience of developing new and better ways to deliver social media in an organisation. | ü |  | ü |
| Experience of helping to police social media outputs in an organisation, making sure colleagues are complying with standards. | ü |  | ü |
| Experience of analysing social media campaigns, including creating reports and making recommendations. | ü |  | ü |
| Good editorial, video and image editing skills, a good eye for detail and an excellent grasp of English. | ü |  | ü |
| Pro-active and able to show initiative, with ability to organise and prioritise own time and workload. | ü |  | ü |
| A flexible working attitude and willingness to go the extra mile | ü |  | ü |
| Excellent communication and interpersonal skills. | ü |  | ü |
| **DESIRABLE** |  |  |  |
| Experience delivering digital communications in an organisation in the mental health sector | ü |  |  |
| Experience commissioning, editing and publishing blogs to support campaigns | ü |  |  |
| Prince 2 project management qualifications, or a similar well-recognised qualification for programme or project management | ü |  |  |
| Experience in another communications role at a complex organisation, beyond digital communications. | ü |  |  |

Candidates are reminded that the shortlisting process is based on the evidence provided on the application form, cover letter and CV.

**CURRENT PROVISIONS**

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| **Contract** | Permanent contract |
| **Salary** | £29,645 - £32,553 per annum |
| **Hours** | 35 hours per week |
| **Probationary period** | 6 months |
| **Holiday** | 28 days annual leave (includes 8 Public & Bank Holidays). In addition to this the College has a few College closure days. |
| **Notice period** | 8 weeks |
| **Pension** | Auto-enrolment |
| **DBS** | This appointment is subject to the receipt of a satisfactory DBS |
| **References** | All College appointments are subject to receipt of satisfactory references |
| **Location** | 21 Prescot Street, London E1 8BB  We operate a hybrid model of onsite 2 days per week and working from home 3 days per week.  Nearest underground stations are Tower Hill, Aldgate and Aldgate East. The College is a non-smoking environment. |

THE Royal College of Psychiatrists

TOTAL REWARD STATEMENT

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| **EMPLOYEE BENEFITS PER ANNUM**   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  |  |  |  | | 1 | **BASED ON AN EXAMPLE ANNUAL INCOME OF:** | **£15,000** | **£20,000** | **£25,000** | |  | Auto enrolment into Pension(10%/5% employer **Contribution if a member)** | £1,500/ £750 | £2,000/ £1,000 | £2,500/ £1,250 | | 2 | Interest free **Season ticket loan**  **(If borrowed £1,200**  **at commercial rates)** | Interest free is only applicable up to £9999  £230 £230 £230 | | | | 3 | Life Assurance (if member **of pension scheme)** | 4/2 times annual salary on death in service. Underwriting and restrictions may be applicable. | | | | 4 | **Group Income Protection**  **(if on a permanent contract)** | % of salary due to sickness absence. Approval based on decision of insurance company. | | | | 5 | **Retirement Support Service** | Punter Southall Aspire support staff in planning their retirement. | | | | 6 | **Medicash benefits scheme** | Offers staff an extensive package of health benefits including dental treatments, optical, various therapies, and prescriptions. | | | | 7 | **Enhanced Employee**  **Assistance Programme** | Free confidential telephone helpline  available 24 hours, 365 days per year and up to 8 free face-to-face counselling sessions and mental health support. | | | | 8 | **Medical, Dental, Hospital**  **Appointments** | Staff are given two hours credit towards these types of appointments, if appointments are made early or late in day | | | | 9 | **Glasses for Computer use** | Annual eye tests will be paid for  vouchers and where applicable a contribution (vouchers) towards the cost of glasses. | | | | 10 | **Holidays** | 20, 22.5 or 25 days paid per annum, dependent on service (pro rata). | | | | 11 | **Bank Holidays** | 10 days paid per annum (includes 8 public holidays plus 2 discretionary College days) (pro rata). | | | | 12 | **Christmas Closure** | Variable number of days usually paid in addition to above. | | | | 13 | **Flexi Scheme** | Staff members have access to the College’s flexi scheme. This scheme allows staff members to take up to 5 days of flexi within any one month. | | | | 14 | **TOIL Scheme** | Staff who are eligible for the flexi scheme or who works at the weekends have access to the College’s TOIL scheme. This scheme allows staff members to take up to 5 days of TOIL within any one month. | | | | 15 | **Sick Pay** | Ranging from 1 month’s full pay/2 months’ half pay to 6 months’ full pay/6 months’ half pay dependent on years of service (pro rata). | | | | 16 | **Paternity Leave** | 10 days paid. | | | | 17 | **Maternity Leave/Pay** | Enhanced maternity leave and pay | | | | 18 | **Compassionate Leave** | 5 days paid leave and in certain  Circumstances additional days can  be approved | | | | 19 | **Cycle to work scheme** | Staff are eligible to apply for the cycle to work scheme. | | | | 21 | **TOTTEM Totum** | Staff are eligible to purchase a TOTUM PRO card (previously called NUS Extra), which provides discounts for various online stores and shops/restaurants. | | | | 22 | **Gym membership** | College staff have exclusive membership rates at the Grange Tower Bridge Heath Club | | | | 23 | **Non-financial rewards** | Staff are given the opportunity to  apply or be nominated for Recognition awards. | | | | 24 | **Coffee, tea, filtered water** | Free | | | | 25 | **Staff Forums** | Staff can join the following staff forums of their choice.   * Sexuality and Gender Equality and Inclusion Forum (SGEI) * African Caribbean Forum (ACF) * Wellbeing at Work forum * Peer Network | | | | 26 | **Staff Support** | Staff Representative Council (SRC) | | | | | | |
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# Royal College of Psychiatrists

**About the College**

**What we do:**

The Royal College of Psychiatrists is the professional and educational body for psychiatrists in the United Kingdom and the Republic of Ireland. We aim to:

**Set standards and promote excellence in psychiatry and mental healthcare**

The Royal College of Psychiatrists is committed to improving the understanding of psychiatry and mental health. We want there to be a greater understanding of the interaction between mental and physical health and the social and cultural context in which people live. We are at the forefront in setting and achieving the highest standards through education, training and research. We lead the way in developing excellence and promoting best practice in mental health services. We promote research and publish the results in our world-class psychiatric journals.

**Lead, represent and support psychiatrists**The College actively promotes psychiatry as a career. College structures are robust and provide dedicated support to our members and associates. Nationally and internationally, the College has a vital role in representing the expertise of the psychiatric profession to governments and other agencies. This is key to promoting best practice in mental health.

**Work with patients, carers, and their organisations**We collaborate with key players in the mental health field and are champions for improvements in the quality of mental healthcare throughout all sectors of society. Public education is at the heart of our activities and is an essential component of our website.

As well as running its membership examination (MRCPsych), and visiting and approving hospitals for training purposes, the College organises scientific and clinical conferences and lectures and continuing professional development activities. The College publishes books, reports and educational material for professionals and the general public. It also publishes the [British Journal of Psychiatry](http://bjp.rcpsych.org/), [BJPsych Bulletin](http://pb.rcpsych.org/), BJPsych [Advances,](http://apt.rcpsych.org/)  BJPsych [International](http://www.rcpsych.ac.uk/publications/journals/ipinfo1.aspx) and BJPsych Open, all of which are now available on-line.

The Royal College of Psychiatrists has been in existence in some form since 1841. First as the "Association of Medical Officers of Asylums and Hospitals for the Insane" (later changed to the Medico Psychological Association) then, in 1926 receiving its Royal Charter to become the "Royal Medico Psychological Association, and finally, in 1971 receiving a Supplemental Charter to become the "Royal College of Psychiatrists" we know today.