THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

JOB DESCRIPTION FORM

Job title: Digital Communications Coordinator

Department: Legal & Member Relations – Activism Academy

Reports to: Lead for Activist Communities

Key relationships:
- Activist Engagement Team
- ALD Team
- Organising Team
- Member communications Team
- Regional and Country Teams
- Data Team

Hours: 35 hours per week
(Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

Grade: G

London weighting: As applicable

Location: Any RCN Office with hybrid working

JOB PURPOSE

The role of the Digital Communications Coordinator is to support the Activist Engagement Team in the delivery of improving activist engagement, communication and interconnectivity in-line with the RCN activism strategy.

KEY RESPONSIBILITIES

1. **Projects**

1.1 Scope Digital Technology market for the development of new tools to be used to improve peer-to-peer commination for groups of activists across the UK - under direction of the Lead for Activist Communities and the Head of Activist Engagement.

1.2 Building a social media presence for the activist academy to directly communicate with RCN activists.

1.3 Maintaining the 'Activist Hub' to improve active member experience.

2. **Specific role responsibilities**

2.1 Under the direction of the Lead for Activist Communities and Head of Activist Engagement to coordinate all digital engagement tools and platforms.

2.2 To enact communications with members on behalf of the Activism Academy such as social media, email, newsletters and other means.

2.3 Scoping the market/developing means of peer-peer communication for our members, then maintaining and moderating this platform.

2.4 Provide digital member engagement support for Activist Engagement and/or RCN campaigns under the direction of the Lead for Activist Communities and Head of Activist Engagement.

2.5 Maintaining the Activist Hub as an easy-to-use and effective space for activists to grow in their activism.

2.6 Under the supervision of the Lead for Activist Communities, manage all aspects of the activist engagement data including updating CRM, uploading and downloading data into digital communication tools and ensuring all data is safeguarded to RCN standards.

2.7 Develop and maintain data sets often through Microsoft Spreadsheets as needed.

2.8 Work closely with the data team and IT teams ensuring data-protection.

3. **Additional responsibilities**

3.1 Understand the difference between personal activism and your role as a staff member of the College.

3.2   Respect and support the decision making of the governance structures of the College.

3.3   Ensure that RCN policies are adhered to, taking responsibility for efficiently managing own administration, and work within organisational and team systems that ensure the smooth running of the role.

3.4   Promote the RCN as a trade union and professional organisation that cares about the local community and is interested in participating in issues that will benefit the health and wellbeing of members.

3.5   Treat colleagues, members, customers and others with respect in line with our values and our Respect Charter.

3.6   Champion equality, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group Equality, diversity and inclusion statement.

3.7   Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is protected at all times.

3.8   Maximise all opportunities available to encourage member recruitment and promote the benefits of joining the RCN. Promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies.

3.9   Undertake any other duties as requested in line with the job role.

Job description updated by:
Harry Eccles – Head of Activist Engagement
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