

Head of Content Job description

Salary: £45-55,000 (dependent on experience), plus generous pension scheme, flexible working culture

Term: Permanent

Reports to: Director of Membership and Professional Affairs

Background:

Our vision is a world where data is at the heart of understanding and decision-making

Founded in 1834, the Royal Statistical Society (RSS) is one of the world's leading organisations advocating for the importance of statistics and data. We're a professional body for all statisticians and data scientists – wherever they may live.

We have more than 12,000 individual members in the UK and across the world. As a charity, we advocate for the key role of statistics and data in society, and work to ensure that policy formulation and decision making are informed by evidence for the public good.

The membership of the Royal Statistical Society (RSS) constitutes a preeminent source of statistical expertise. Members work with RSS staff to support our work across areas such as policy development, education, training, statistical communication, and statistical literacy. Many of these activities result in content outputs that are distributed across a range of platforms – reports, articles, blogs, events, etc. In addition, we produce Significance magazine, the Real World Data Science platform, and a range of renowned academic journals.

We are looking for someone to coordinate our content across the Society, ensuring outputs and derivative products are tailored and targeted to meet the different needs and interest levels of different audiences. Our membership and wider audiences are expanding, and the post holder will develop a content strategy that sets a framework for content that is both aligned with RSS policy objectives and strategic goals and targeted at and adapted for different audiences to ensure the widest possible reach.

This is a new post, designed to enable a more strategic approach to content across the RSS. The initial priority for the role will be to transition the Real World Data Science platform to new editorial arrangements to create the space for the broader elements of the role. The RSS is a small organisation and the post will require a mix of hands-on content creation and editorial leadership. The post holder will be responsible for a range of key platforms and publications, including the RSS website. They will also support wider content-related objectives across the organisation, working closely with staff who oversee other outputs to ensure a coordinated and consistent approach to content.

Pension and benefits: Our defined contribution pension scheme can be joined after three months in post. Your contributions of up to 8% of salary will be double matched by the

Society (making a maximum contribution by the Society of 16%). A training budget, season ticket loan, cycle to work scheme and employee assistance programme are also available.

Location: The RSS office is in central London and open twice a week. We offer flexible working arrangements and office attendance is encouraged but not mandatory depending on the role. In person attendance for certain meetings is required (including all staff/team meetings and governance/committee meetings that take place in person). Limited travel within the UK and internationally may be required.

Working hours: 35 per week full-time. Applications for job shares, part-time and flexible working will also be considered.

Holidays: 25 days per annum, plus bank holidays and an additional shut down between Christmas and New Year.

Probation: This post is subject to a six-month probation period.

Job purpose: Providing strategic leadership and hands on support for the development and management of the Society's content.

Key responsibilities:

Understanding needs and the changing external environment

- Work with wider RSS staff to develop our understanding of the preferences and needs of key internal and external audiences to better align content to those preferences and needs.
- Keep track of related print and online publications, react to industry changes and ensure further and future development of RSS content.
- Monitor and respond to emerging trends in statistics/data science/AI to ensure that content remains timely and relevant.

Development of strategies and plans

- Work with the Director and other colleagues as required to develop a content strategy for the RSS encompassing current and future websites and publications that support the organisation's objectives.
- Lead the creation and delivery of a fully-costed plan for content development, maintenance and review that aligns with key strategic goals and activities.
- Support development of the content-specific elements of strategies and plans across the organisation.

Content creation and editorial

- Develop editorial policies, introducing innovations and adapting to change as necessary.
- Develop and oversee editorial and sign off processes and guidelines that are proportionate to the size of the organisation and risk involved, to ensure editorial standards.
- Provide training on editorial issues / content development across the organisation.
- Write content in line with content strategy and plans, ensuring delivery to time and quality.
- Lead and manage RSS colleagues and contractors to develop and deliver print and online outputs aligned with strategic content plan.
- Create or commission accurate, engaging, up-to-date and challenging content that fulfils particular editorial briefs, establishing and liaising with editorial boards to ensure technical integrity of published content.

- Identify relevant experts within the RSS membership and engage them in content creation initiatives, formalising a network of contributors and providing editorial support and advice.
- Collaborate with RSS volunteers, staff and external providers to ensure the delivery of projects and content outputs to agreed deadlines.

Content evolution

- Liaise with third-party organisations and funders to identify topics/areas of mutual interest to provide additional sources of support/funding for new content initiatives.
- Work with colleagues to explore and develop opportunities to extend the reach of the RSS brand and sub-brands and to grow users, contributors, partners and sponsors.
- Work with colleagues to identify and develop sponsorship opportunities, and support colleagues in sales meetings with potential sponsors.
- Monitor and pursue fundraising opportunities to support delivery of strategic content plan, working with colleagues as appropriate.

Management

- Monitor and report on progress and performance against targets.
- Project manage content projects, including establishment of new products, and organisation of workflows to maintain a steady, efficient flow of new, published content and a full pipeline of submissions.
- Ensure that content commissioned is suitable, of high quality, and sufficient volume.
- Line manage staff.

Interfaces with other teams and groups

- Convene and lead a cross-RSS content group to share and review content plans and outputs and identify opportunities for synergy and collaboration.
- Work with heads-of and other teams across the organisation to support their content-related objectives.
- Work with staff responsible for business development to capitalise on content development opportunities.
- Work with policy and comms team and key RSS fellows to repurpose policy outputs for use across different content platforms to amplify impact and engagement with key audiences.
- Liaise with all staff to ensure content on the RSS website is engaging and up-to-date, working with the Web team to ensure delivery.
- Work with events team, member support manager and RSS Sections and Local Groups to deliver one-off or series of events aligned with strategic content plan.
- Provide editorial leadership, advice and support across the RSS.

Person specification:

Essential

- Educated to degree level or equivalent.
- Significant experience working with different forms of content at a strategic and operational level.
- Experience of editing publications and operating as an executive editor.
- Experience leading and managing staff and contractors.
- Ability to communicate with a wide range of people.
- Excellent organisation and planning skills – ability to identify and respond to changing priorities.

- Ability to plan, organise, prioritise and delegate work to ensure completion to time and budget.
- Ability to present ideas/concepts clearly and concisely, particularly in written form.
- Strong interpersonal skills; ability to persuade, inspire, influence, achieve results through others.
- Ability to establish and develop an extensive network of external contacts in the industry as a source of content, comment and opinion.
- Demonstrable ability to innovate and think creatively.
- Numeracy ability to produce, monitor and assess estimates/costs and work within budget.
- Ability to make sound commercial decisions and identify commercially viable/profitable projects.
- Collaborative team worker – works with colleagues to achieve strategic, operational and editorial objectives.
- Ability to work effectively and achieve results in a changing environment.
- Ability to lead a small team with great flexibility and imagination to achieve short-term and long-term business objectives.
- Ability to work on own initiative within corporate and RSS guidelines/directives.
- Knowledge of current website practices, industry trends, and editorial opportunities.
- Excellent skills in written English (writing, editing, sub-editing and proofreading) and excellent oral communication skills in English

Desirable

- Interest in or experience of statistics, research, or other aspects of the Society's work
- Familiarity with developments within data science, statistics, machine learning, AI and related subject areas.
- Experience working with editorial boards staffed by volunteers.
- Scientific background or experience.

How to apply: please submit your CV with a supporting statement/letter telling us about:

- Why you should be considered for the role and how it fits with your career plan
- How your skills and experience align with the responsibilities and person specification
- Three examples of your work in relevant publications