

Job Description

Section 1 – Description

Job Title: Marketing & Digital Communications Officer

Location: Royal College of Physicians of Edinburgh (RCPE), 11 Queen Street, Edinburgh

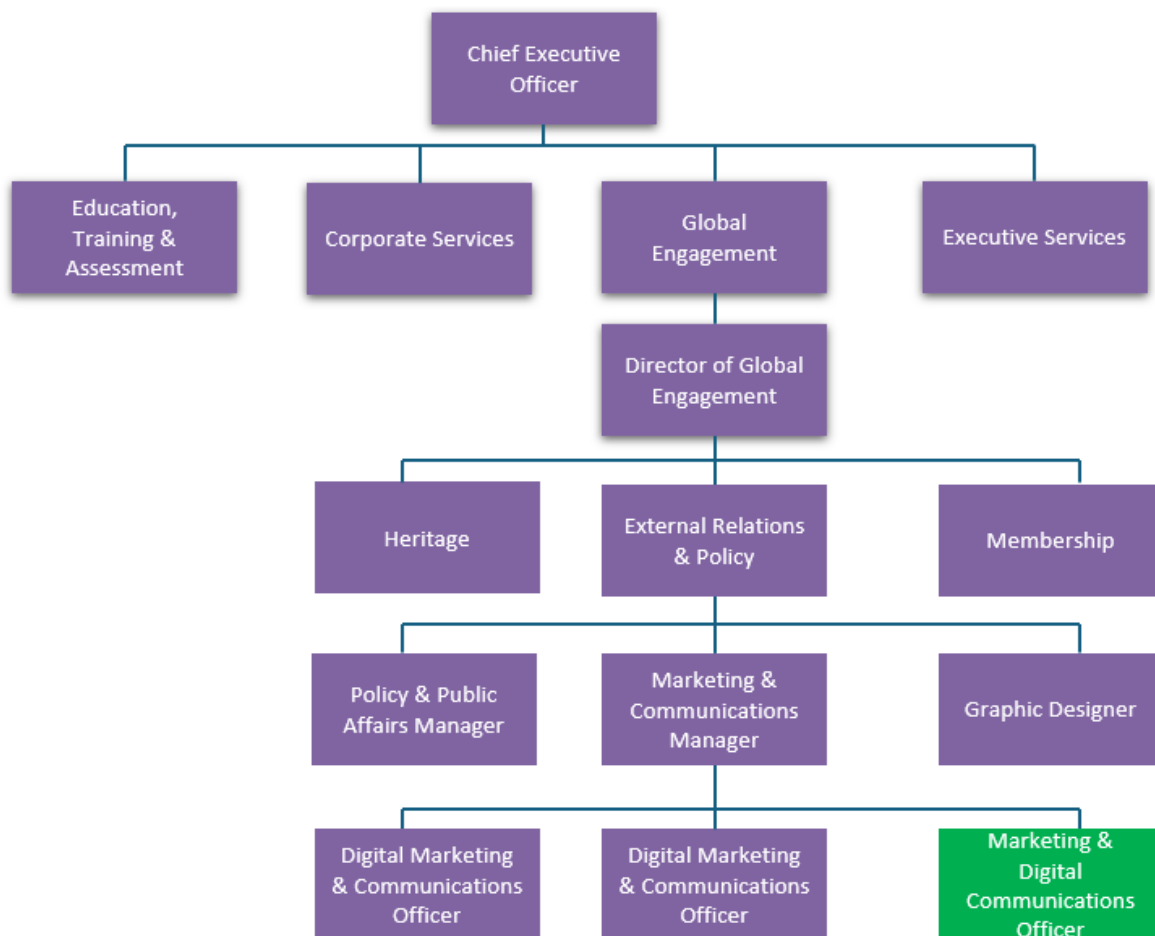
Reports to: Marketing & Communications Manager

Date: August 2026

Section 2 - Job Purpose

To plan and deliver integrated marketing and digital communications activity that promotes the College's membership, education, events and support services. The postholder will translate organisational priorities into clear campaigns and audience communications that increase awareness, engagement, participation and income.

Section 3 - Organisation Chart



Section 4 – Dimensions

- Plan and deliver communications and campaigns for a wide range of internal and external audiences, including approximately 15,000 Fellows and Members worldwide.
- Coordinate multiple concurrent digital campaigns and requests from teams across the College, balancing planned priorities with reactive communications.
- Contribute to membership growth, event participation, customer engagement and commercial income through targeted marketing activity.
- Create copy and content for delivery through the College's email, websites, social media, print and other channels.

Section 5 - Main Responsibilities

Campaign Planning and Delivery

- Lead and develop integrated marketing and digital communications plans for College priorities, services, events and campaigns, agreeing objectives, audiences, messages, channels, timelines and measures of success.
- Lead the development and production of HTML email campaigns using an email marketing platform, targeting the College's membership, event delegates and others in the wider physician community.
- Maintain a forward-looking marketing and communications calendar, coordinating activity with colleagues across the College to ensure campaigns are planned and delivered effectively. Use creativity and initiative to identify new opportunities, develop innovative campaigns and reach new audiences in support of the College's strategic objectives.
- Work with colleagues to promote the College's educational and training activities to UK and international audiences, developing and delivering marketing plans that increase delegate numbers at College educational and professional events, including both in-person and virtual delegates.
- Write and edit persuasive and accessible copy for campaigns, member communications, websites, event promotion, advertising, brochures, direct mail and other materials.
- Plan, execute and optimise paid digital advertising campaigns across agreed platforms, managing budgets, targeting and performance against agreed objectives.
- Create and edit engaging digital content, including video, graphics and other multimedia assets for websites, email and social media.
- Identify opportunities to improve the customer journey for event delegates, prospective members and other key audiences across the College's websites and digital channels.
- Support marketing activity for College commercial products, including merchandise and mementoes.

Membership and Stakeholder Communications

- Develop communications that support membership recruitment and retention by clearly communicating the College's value, services, incentives and benefits.
- Create clear, engaging and accessible communications that convey College messages effectively and align with corporate priorities.
- Simplify the digital customer journey to improve membership conversion rates.

Teamwork

- Work on and lead specific projects as they arise, playing a full part in the Global Engagement team and supporting colleagues across the College.
- Build effective working relationships with internal and external stakeholders to support coordinated communications activity across the College.
- Support colleagues by providing guidance on marketing and communications and best practice helping to ensure activity is audience-focused, timely and aligned with College priorities.

Marketing Impact and Evaluation

- Analyse campaign performance using websites, email, advertising and social media analytics, producing reports and recommendations to improve future activity.

Knowledge

- Maintain up-to-date knowledge of digital and offline marketing trends.
- Confident in the use of Adobe applications, especially Photoshop, InDesign, Premiere Pro and XD, with visual awareness of layout when working from templates.
- Working knowledge of HTML development, UX design principles, SEO and digital accessibility.
- Good working knowledge of websites analytics tools, such as GA4.

Section 6 - Planning and Organising

Planning and organisation of daily activity is self-directed under the overall supervision of the Marketing and Communications Manager, who will liaise with colleagues over priorities and workload. Strong planning is critical given the role's simultaneous involvement in multiple projects, sometimes with conflicting deadlines.

Section 7 - Decision Making

The post holder is responsible for the day-to-day organisation of workload as agreed with the Marketing and Communications Manager. The role requires professional judgement to advise colleagues on content, appropriate marketing channels and other aspects of digital and offline communications.

Section 8 - Internal and External Relationships

Internal

Global Engagement team
Senior Management Team
Colleagues across RCPE departments

External

Multi-media outlets
Existing and potential sponsors of College activities
Fellows and Members
Commercial media and event contacts

Section 9 - Knowledge, Skills and Experience Required

Essential

- Educated to degree level or equivalent, ideally in a marketing/communications related area.
- Demonstrable knowledge of and experience using all aspects of digital and offline media, and a strong desire to continue to learn and develop your skills as the sector evolves.
- Demonstrable experience of using digital advertising tools, such as AdWords and Facebook, and knowledge of building digital audiences via SEO.
- Ability to organise own workload and work as part of a small team to deliver objectives.
- Ability to assimilate and analyse complex information quickly.
- Attention to detail to ensure accuracy of interpretation.
- Creativity and initiative to proactively identify opportunities to improve marketing activity
- Experience managing or contributing to websites using a content management system such as WordPress, Drupal or similar platforms.
- Excellent written and verbal communication skills with an ability to summarise key points succinctly.
- Excellent working knowledge of Microsoft Office, particularly Word, Excel and PowerPoint
- Experience in planning and executing social media activity across a range of platforms.
- Experience creating and managing paid advertising campaigns using platforms such as Google Ads and Meta Ads Manager.
- Ability to manage conflicting priorities resulting from multiple projects.
- Experience using software packages and platforms in support of marketing activity.
- Working knowledge of Adobe Creative Suite/Cloud and creating and optimising images for web/social media use.
- Excellent team player, with the confidence to contribute to projects and share experience and expertise with colleagues.

Desirable

- Experience of working in a membership organisation.
- Interest in and experience of working in the health sector.

Section 10 - Job Context and Special Features

The post holder has to function as a source of internal expertise to a number of different departments, working cooperatively with the teams responsible for developing and delivering services. It will require someone to have the confidence, personality and ability to engage with internal and external stakeholders and be able to deliver multiple projects at a high standard in often tight timescales

This job description will be updated and amended from time to time in accordance with the requirements of the job and the changing needs of the College.