

JOB DESCRIPTION

Section 1: Description

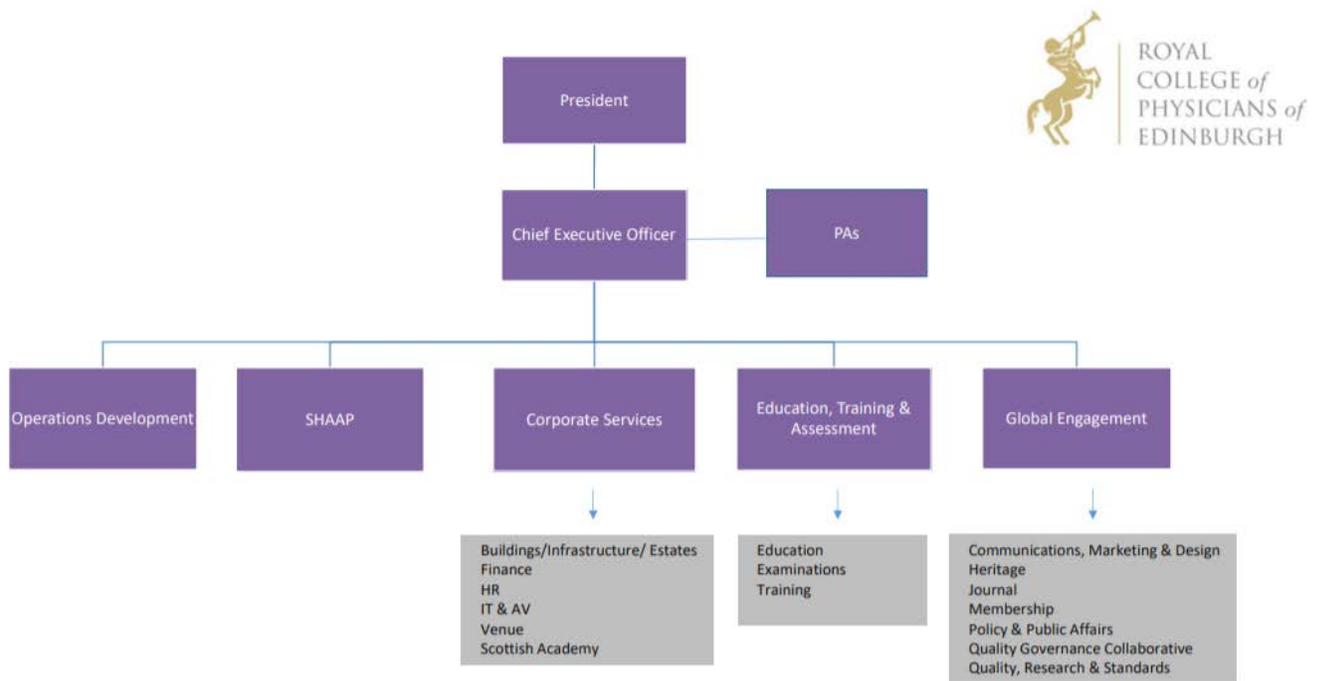
Job Title: Digital Marketing and Communications Officer
Location: Royal College of Physicians of Edinburgh, 11 Queen Street, Edinburgh
Reports To: Marketing and Communications Manager
Date: November 2021

Section 2 Job Purpose

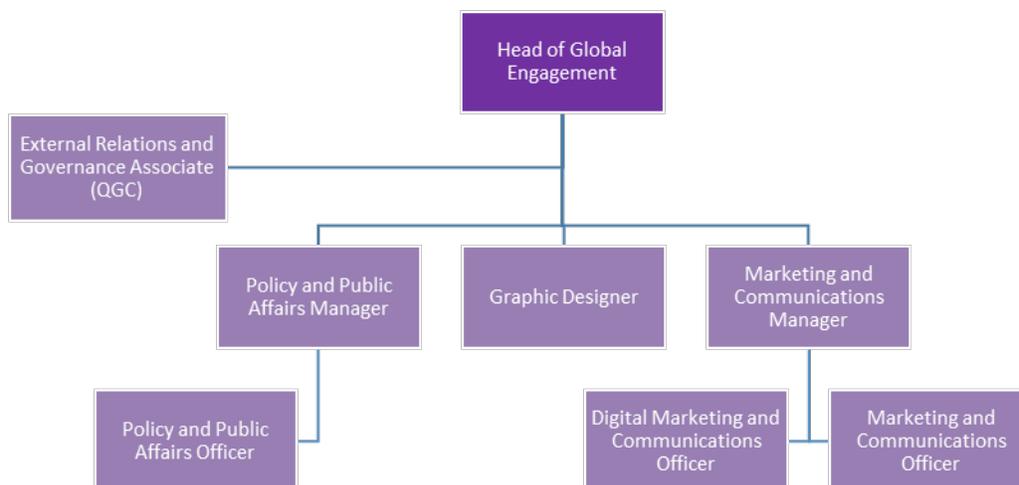
- To increase the College's online presence and develop our digital communications, as we work to raise our profile and promote the College to our different audiences and stakeholders. You will have a strong customer focus and a proactive approach to developing the College's digital communications, helping us realise our ambition to be the 'College of Choice' for physicians and related specialties. The College is a major provider of medical education and training both across the UK and internationally, running around 70 events per annum, with the majority live streamed to both UK and overseas audiences.
- Operating in partnership with colleagues and Fellows and Members, you will promote a mix of tried and tested new marketing and communication approaches to retain and increase the membership of the College, and associated income streams. You will support ways to improve customer experience, be value driven, and at the same time be skilled at promoting new products, services, incentives and benefits to significantly differentiate the College offer from that of our competitors.
- Instrumental in working with colleagues in our Venue Team to position the College as the *venue of choice in the city*, and ensure the success of this offer to both new and existing markets.
- The role will cover all aspects of the College's communications and marketing work, with a focus on coordinating and developing our websites, providing engaging online content (including video editing), enhancing online social media channels and digital campaigns.

SECTION 3 Organisation Charts

College structure



Global Engagement: External Relations and Policy team



SECTION 4 Dimensions

The College:

- Works to support and benefit our 14,000 Fellows and Members worldwide, acting as the voice of physicians (approximately 85% of this role).
- The College is based in the centre of Edinburgh and also hosts medical, association, corporate, wedding and private events in our historic rooms and the modern Physicians International Conference Centre (approximately 15% of this role).

SECTION 5 Main responsibilities

Operational Planning and Delivery

- Lead the delivery, including input into design and planning of marketing, of digital communications and advertising plans to raise the profile of the College and promote departmental projects and work streams.

Digital Marketing Channels

- Responsible for the College's digital communication channels, either directly or by liaising with the relevant department, including the College websites, email marketing platform, social media channels and digital advertising platforms.
- Develop content and schedule engaging e-newsletters for Members and Fellows.

Marketing Impact

- Analyse the marketing impact of the College's digital content and use findings from market research to inform use of online advertising tools, such as AdWords and Facebook. Maximise the reach and impact of all social media activities.

Content Creation and Curation

- Lead the production of engaging and innovative online content, including shooting and editing video content, to maximise the reach and impact of all digital campaigns and social media platforms. Create and contribute to engaging online content, social media channels and digital work with our graphic designer and other colleagues to support delivery of our wider communications and marketing aims.

Business Development

- Improve the number of delegates (physically and virtually) attending College educational and public events.
- Develop and execute specific digital marketing plans to position RCPE as the venue of choice in Edinburgh.
- Simplify the online customer journey to improve membership conversion rates.

Teamwork

- Work on and lead specific projects as they arise and play a full part in the Global Engagement team in supporting colleagues across the College.
- Work with the cross College Communications Champions to ensure a coordinated and effective approach to all College digital marketing and communications activities.
- Support colleagues in delivering basic social media training.

Knowledge

- Maintain up to date knowledge of digital marketing trends.
- Confident in the use of Adobe applications, especially Photoshop, InDesign, Premiere Pro and XD, and have a visual awareness of layout when working from templates.
- Working knowledge of HTML coding and UX design principles.
- Good working knowledge of website analytics tools such as Google analytics, data studio etc.

SECTION 6 Planning and Organising

Planning is critical to the effectiveness of the role given the simultaneous involvement in multiple projects with different teams across the College and the potential for conflicting deadlines. The post holder will coordinate and plan reactive and proactive digital activities, working closely with colleagues from across the College, including content from different teams around the College.

SECTION 7 Decision Making

The post holder is responsible for day-to-day organisation of workload as agreed with the Marketing and Communications Manager. In addition, responsibility for using professional judgement to advise on preferred techniques and to make recommendations to colleagues as to content, appropriate marketing channels and other aspects of digital communications is key.

SECTION 8 Internal and external Relationships

Internal

Global Engagement team
Venue team
Colleagues across RCPE departments
College Committee members

External

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

The post holder will work closely and as part of the Global Engagement team. The team provides a cross-college function; therefore you will also work closely with other teams across the College to ensure that the Global Engagement is supporting the work of the entire college, which will include attendance at relevant committee meetings. The post holder will also work with external stakeholders on campaigns and specific projects.

SECTION 9 Knowledge, Skills and Experience Needed

Essential:

- Educated to either Degree level in a relevant subject or equivalent experience.
- Demonstrable knowledge of, and experience using all aspects of digital media, and a strong desire to continue to learn and develop your skills as the sector evolves.
- A minimum of two years' experience in a communications, marketing or digital role.
- Demonstrable experience of contributing to the delivery of successful digital communications and marketing campaigns or projects.
- Demonstrable experience of using online advertising tools, such as AdWords and Facebook, and knowledge of building online audiences via SEO.
- Thorough understanding and experience of content management systems.
- Track record of copy writing and producing creative digital content, including video content.
- IT literate with experience of using Microsoft office software.
- Experience in planning and executing social media activity across a range of platforms.
- Strong verbal and written communication skills with the ability to establish and maintain effective working relationships with a wide range of individuals and groups.
- Excellent team player, with the confidence to contribute to projects and share experience and expertise with colleagues.
- Experience using software packages and platforms in support of marketing activity.
- Ability to coordinate multiple projects with competing deadlines.
- Working knowledge of Adobe Creative Suite/Cloud, with experience of video editing, and creating and optimising images for web/social media use.
- An understanding of the College, what we do and how digital marketing and communications supports our work.

Desirable:

- Experience of working in a membership organisation.

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 an individual with the confidence, personality and ability to engage with internal and external stakeholders and the ability to deliver multiple projects at a high standard in often tight timescales