

JOB DESCRIPTION

SECTION 1: DESCRIPTION

JOB TITLE: MARKETING AND COMMUNICATIONS MANAGER
LOCATION: ROYAL COLLEGE OF PHYSICIANS OF EDINBURGH, 9 QUEEN STREET, EDINBURGH
REPORTS TO: HEAD OF EXTERNAL RELATIONS & POLICY
HOURS: 35 HOURS PER WEEK
CONTRACT: PERMANENT
DATE: APRIL 2018

SECTION 2: JOB PURPOSE

The purpose of the role is to raise the profile and promote the reputation of the College to our extensive range of audiences and stakeholders. You will have a strong customer focus and a proactive approach to delivering marketing activity that differentiates us from our competitors and helps us realise our ambition to be the 'College of Choice' for physicians and related specialties.

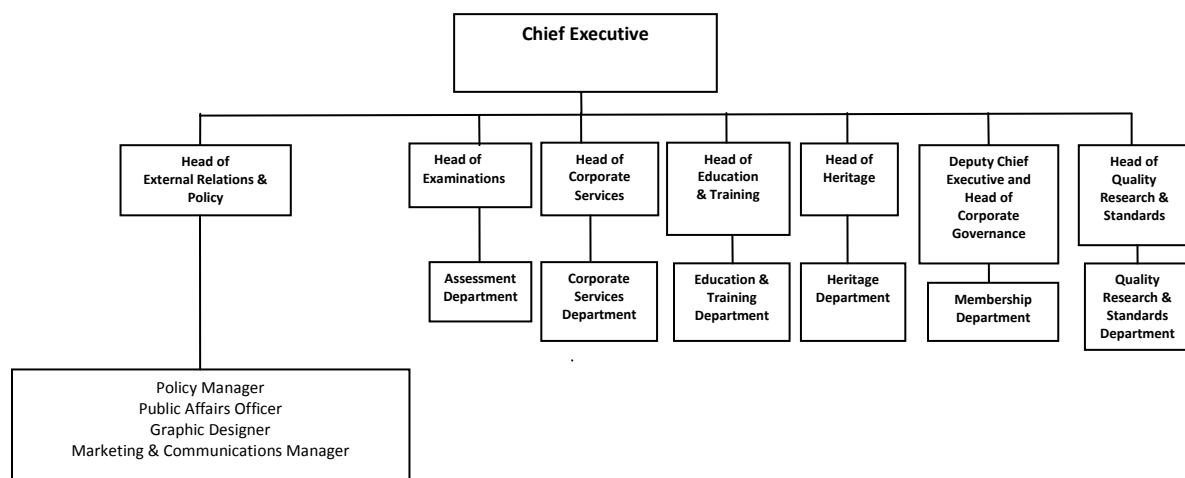
You will design and deliver innovative and engaging marketing campaigns to engage with our Members, Fellows and key stakeholders. You will provide marketing advice to teams across the College to help positively promote the College's services and information to our membership, engage with existing and potential new members, and promote educational events to delegates and potential sponsors.

You will work closely with the Events team to promote the College as a venue for conferences, weddings, events and celebrations to potential clients and external audiences.

You will be responsible for managing and developing engaging online content, developing online social media channels and managing digital campaigns.

As a key Ambassador for the College, you will champion our brand, align our marketing activity to our Strategy and Values, and promote and tailor our key messages to our varied audiences.

SECTION 3: ORGANISATION CHART



SECTION 4: DIMENSIONS

- Fellowship and Membership base of 12,000 worldwide
- Events Business of approx. £500,000 turnover through letting and rental of College spare capacity
- Education programme of 40-50 events per annum, plus a developing series of public events and debates

SECTION 5: MAIN RESPONSIBILITIES

- Design and deliver marketing, communications and advertising plans to raise the profile of the College and promote individual projects and work streams.
- Use the full range of marketing communications tools, including digital channels, social media, direct mail, events, and print advertising to develop engaging marketing campaigns to build the profile of the College with our stakeholders.
- Manage and develop engaging online content, developing online social media channels and managing digital campaigns.
- Use marketing campaigns to promote the benefits of the College to recruit, retain and engage with our Fellows and Members and informing them of our educational programme, events, activities and opportunities to get involved with the College.
- Implement a comprehensive marketing plan (including promotion and pricing strategies) to optimise the events business through exploiting the College's conferencing and events capacity and new public exhibition space
- Promote the heritage of the College, the internationally acclaimed historic library and archives stored here, and the online resources available to Fellows/Members and other external audiences, and related events.
- Advise on the College's input into the marketing of the MRCP UK examinations and training programme.
- Write creative copy for all communications materials, printed and online.

- Identify strategies to maximise sponsorship income and support the identification of likely sponsors.
- Raise awareness of the College's international work and reach.
- Support colleagues to ensure that brand guidelines are met in all internal and external channels and consistent messaging, tone and voice is used across all communications.
- Develop and improve its external profile with possible benefactors, donors, the wider clinical community and the public.
- Monitor, review and report on all marketing activity and results, including the impact of marketing channels for promotional activities.
- Gain insight through market research to inform marketing activity
- Support other short term projects as required with your market research expertise e.g. PR campaigns and identity reviews.

SECTION 6: PLANNING AND ORGANISING

Planning reactive and proactive marketing activities guided by the Head of External Relations and Policy. 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.

SECTION 7: DECISION MAKING

Responsible for day-to-day organisation of workload as agreed with the Head of External Relations & Policy.

Responsible for using professional judgement to advise on preferred techniques and to make recommendations to the Senior Management Team to approve cost effective marketing plans, prices, promotions, etc.

SECTION 8: INTERNAL AND EXTERNAL RELATIONSHIPS

- Will work directly with the External Relations and Policy team, particularly with the Graphic Designer, to administer the marketing process within the College.
- Regular contact with the Senior Management Team across the College according to their marketing needs.
- Regular contact with other colleagues across the College on the operational aspects of agreed marketing activity.
- Regular contact with multi-media outlets to develop cost-effective marketing campaigns.
- Regular contact with existing and potential sponsors of College activities.
- Regular contact with clients – new and existing – to identify new business opportunities.

SECTION 9: KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Essential:

- Educated to degree level or equivalent.
- Strong experience of developing, managing and delivering strategic marketing plans.

- Minimum of three years' experience in a marketing role and ability to apply marketing experience on a cross-sector basis.
- Proven track record of delivering within a multi-channel marketing environment.
- Thorough knowledge of business development in marketing.
- Strong event management experience.
- Strong copywriting skills to develop creative and engaging copy for all communications.
- Experienced in developing and running effective digital marketing campaigns and in the use and application of analytics.
- Demonstrable experience of using online advertising tools, such as AdWords and Facebook, and knowledge of building online audiences via SEO.
- Proven record in creating engaging content for web and social media channels, including the use of video content.
- Experienced in utilising CRM systems to deliver marketing content.
- Experience in planning and executing social media activity.
- Strong sales and negotiation skills.
- High level of competency in software packages in support of marketing activity.
- Creative thinker with the ability to develop marketing projects within organisational constraints and limited budgets.
- Excellent verbal and written communication skills with the ability to establish and maintain effective working relationships with a wide range of individuals and groups.
- Excellent organisational skills and attention to detail with a demonstrable record of meeting deadlines and using own initiative to overcome challenges.
- Excellent team player, with the confidence to contribute to projects and share experience and expertise with colleagues.
- Self-starter and well organised to manage a varied portfolio and avoid conflicting deadlines.
- Highly motivated to propose opportunities for improvement across the College.

Desirable:

- Possess a formal marketing qualification.
- A background working for a membership organisation, education provider or conferencing business.
- Relevant product and sector knowledge.
- Experience of or interest 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 gravitas to engage with internal and external stakeholders and be able to deliver multiple projects to tight timescales.