

Role	Head of Marketing and Communications
Reporting to	Director of Membership, Marketing & Communications
Location	Edinburgh

About the College

The Royal College of Surgeons Edinburgh has an ambitious Strategy 2022-2027 to deliver the highest standards of education and information to more people across the globe and to encourage greater engagement from new and existing members.

We do this by being available where we are needed, face to face or online and to be rooted in the education and development journey of all clinicians as they grow their career from school to retirement.

We advocate on their behalf to promote fairness and equal opportunity for all, an inclusive and nurturing work environment and the highest standard of patient care.

Our Strategy is led by our Mission and Vision. You can read more about our Strategy and Values here. : <https://www.rcsed.ac.uk/the-college/about-us/our-strategy>

The College has a staffing complement of just over 200.

Introduction

Over the last twenty months the College has embarked on a programme of significant change with the development of our College Strategy 2022-2027 and our Values and ways of working. As we look to implement our Strategy a further period of substantial organisational development and cultural change lies ahead.

The Marketing, Communications and Membership Directorate has a very significant role in delivering and developing critical functions for the College and its members. The Directorate is expanding its remit and now is the time to invest in the creation of a new post of Head of Marketing and Communications to lead our Channel Planning and Product Marketing Management. This is a full time permanent position.

You will be an experienced and professional marketer with a proven track record in leading results-based Marketing Strategies. You will bring a fresh, forward thinking and collaborative approach building positive and proactive working relationships at

all levels across the College. You will be able to evidence delivery of innovation, change and improvement to Marketing and Communications Strategies and the ability to manage high performing teams.

Reporting to the Director of Membership, Marketing and Communications you will be the College's professional lead for Marketing and Communications. Setting a clear future direction for the team you will lead the development of the team's operational plan, track performance and continue to push for new innovations and better ways to engage with our audience. You will focus on driving efficiencies across all channels, improving content and delivering on our objectives of growing the membership numbers in all areas.

You will also be a key member of the Directorate's management team working collaboratively with colleagues to develop the Directorate's operational plan and support the Director in the on-going development of new ways of working across the Directorate.

About the Role

This is a new post and in this role you will manage all channels available to us whether owned, earned or paid for to build awareness on all that the College has to offer, engage with our members and to acquire new members at each stage of their career.

You will maintain the integrity of our brand, advocate on behalf of members and support the rest of the College to deliver their objectives through efficient and effective Marketing and Communications. You will manage a significant budget and ensure that every pound spent has a positive return on investment. You will manage a number of key agency relationships making sure the College receives good value for money and excellent results.

The delivery of high quality services depends on a number of individuals and teams contributing to their delivery. This requires the ability to negotiate and influence across organisational boundaries at all levels thinking laterally to find solutions and ways of resolving issues that may not be immediately obvious.

You will lead a staffing team of circa 15 full time equivalents. Displaying values led leadership you will be able to evidence the successful development of teams bringing a strong commitment to their personal and career development through coaching and the management of performance.

You will be able to demonstrate the following

- Strong technical, marketing and communications, skills knowledge and experience
- Excellent relationship management skills enabled through highly developed written and verbal communication skills
- Excellent programme and project management skills, with demonstrable evidence of being comfortable in managing and progressing multiple and often conflicting priorities
- Accountable for the management of budgets and managing relationships with Finance

Key Accountabilities

- Provide professional, values led leadership and direction for the Marketing and Communications function ensuring the team has the expertise and skills needed to deliver pro-active, high- quality services drawing on external best practice
- Through positive and proactive working relationships contribute, influence and negotiate the development of Marketing and Communication strategies that align with College objectives and available resources
- Working with and through your team managers drive continuous improvement in the effectiveness and efficiency of marketing and communications activity ensuring the College meets its growth, engagement and advocacy objectives
- Develop and agree with all relevant stakeholders a stretching but deliverable annual operational plan, tracking and reporting on performance sustaining open and regular communications on all aspects of delivery
- Working collaboratively across the College to ensure the needs of Marketing and Communications are communicated and factored into directorate operational plans; also to ensure our offering to current and potential new members, is attractive and sustainable
- Develop and sustain high quality relationships with internal and external stakeholders delivering high impact and credible representation for the College at external events and meetings
- Manage and develop all channels-owned, earned and paid, with particular emphasis on delivering a high quality customer journey and experience

- Set Marketing and Communications budgets, manage operational delivery within budgetary constraints, reporting risks to all relevant stakeholders as they arise

Person Specification

E- Essential

D- Desirable

Assessment – assessment can comprise the application (A), interview (I) and exercises as appropriate for the post

Qualifications, Experience & Attributes	E	D	A
Degree educated or equivalent professional experience	x		A
Significant experience gained in a marketing and communications role ideally within a membership or academic environment	x		A
Demonstrable track record of inspiring values led leadership with a proven track record of establishing positive, collaborative and influential relationships with stakeholders at all levels	x		A
Evidenced experience of managing change working collaboratively with a diverse range of stakeholders, applying professional skills and knowledge to effect positive and innovative changes in practice and service delivery	x		A
Flexible and confident approach in managing and motivating teams including developing experience of developing, operational plans, performance measures and management of budgets	x		A
Proven marketing management experience across all channels- owned, earned and paid- to deliver on key objectives for growth, engagement and advocacy	x		A
Experienced in the use of and application of metrics and management information to inform decision making and planning	x		A
Track record of managing a marketing and communications budget effectively and efficiently delivering maximum awareness for minimum cost	x		x
Resilient with an infectious enthusiasm and ability to motivate self and others	x		A

GENERAL INFORMATION AND CONDITIONS

Working Patterns

The hours of work shall be 35 hours per week, working each day Monday to Friday, 9 – 5pm with a one-hour unpaid lunch break on each day worked. The nature of the role is such that tasks are often time-critical and an ability to effectively prioritise workloads and tasks is required. The postholder may be required to work outside of normal working hours on occasion. They may also be required to travel and work away from Edinburgh for short periods, which may require overnight stays away from their normal place of residence.

Accountability

The Head of Marketing and Communications is accountable to the Director of Marketing, Communication and Membership

Pension Scheme

The College uses the People's Pension, pension scheme. Further information can be obtained from the Finance Department. (Anyone wishing to transfer from an existing Pension Scheme should discuss this option with their Financial Adviser).

Sick Pay Scheme

Members of staff are eligible for the benefits of the College's Sick Pay Scheme once they have been in post for a minimum of six months.

Annual Leave

The College's annual leave year runs between 1st January to 31st December and awards staff the following entitlements (pro-rata for part time employees)

Personal Holidays

- 30 standard personal days
- 3 fixed compulsory days which fall in between Boxing Day & New Year's Day

Public Holidays

- 9 public holidays
- 5 days of those Public Holidays can be taken on any date
- 4 fixed compulsory public holidays taken on Christmas Day, Boxing Day, and the 1st & 2nd of January (or nearest working days)

Total annual leave given per year = 42 days

General

All posts are offered subject to the receipt of references satisfactory to the College.

This post is offered on a six-month probationary period basis.

Candidates may be requested to undergo a medical examination.

Appointment is subject to proof of eligibility to work in the UK provided in advance of the proposed start date.

Salary

This will be £45,208 .00 per annum, pro rata, dependent on experience

December 2022

