



Royal College
of Surgeons
of England

ADVANCING SURGICAL CARE

Job Title: Senior Marketing Manager (9-month FTC)

Band: 4b

Job Summary:

The Senior Marketing Manager is responsible for the operational oversight, coordination and delivery of agreed marketing plans across the College. The role will translate agreed strategic and departmental priorities into clear delivery plans, ensuring activity is well planned, prioritised, resourced and evaluated.

The successful candidate will support the continued development of the marketing team. They will oversee the day-to-day prioritisation of team workloads, solve operational challenges, and ensure high-quality marketing activity aligned to the new brand is delivered effectively and consistently.

A key responsibility of the role is to ensure internal stakeholders are kept informed and that successes, insights and lessons learned from across the team are shared and championed.

Duties and Responsibilities, include:

- Oversee the development, coordination and delivery of agreed marketing plans that support organisational and departmental objectives.
- Oversee marketing planning and campaign scheduling.
- Establish and maintain consistent standards for marketing delivery, evaluation and reporting.
- Drive continuous improvement through the adoption of best practice, audience insight and innovation
- Identify trends, risks and opportunities and make recommendations to improve performance.
- Oversee competitor analysis and sector benchmarking activity.
- Maintain a collaborative and high-performing team culture.
- Support the team to build effective relationships across the College.

About you

You will be a strong leader with experience developing, managing and coaching marketing professionals. A confident communicator with excellent attention to detail, you will bring broad marketing expertise, strong organisational skills and the ability to build effective relationships across the College.

Qualifications:

- *Degree-level qualification or equivalent professional experience in marketing*
- *Evidence of continuing professional development in marketing*
- *CIM, IDM or equivalent marketing qualification (desirable)*
- *Management or leadership qualification (desirable)*

Skills/Experience

Key experience required includes:

- *Experience in a manager-level marketing/ communications role or above*
- *Experience managing and developing managers and/or senior marketing professionals*
- *Experience managing multiple competing priorities, stakeholders and projects simultaneously.*
- *Experience using audience insight, market research and performance data to inform decision-making.*

What we can offer you

- 27 days paid holiday + bank holidays and up to 4 college closure days
- Flexible working
- Enhanced contributory pension scheme & other leave entitlements
- Variety of learning and development opportunities
- Wellbeing programme & Employee Assistance Scheme

Interested Candidates:

If you wish to apply please email your CV and a covering letter to RCSHR@rcseng.ac.uk

Any personal data collected from you, or that you provide to us, will be processed by us in accordance with our recruitment processes. If unsuccessful in your application, your information will be held by us on our database for a period of 6 months before deletion. If you would like your information removed sooner, please contact RCSHR@rceng.ac.uk

Closing date: 9am on 12 October

The Royal College of Surgeons of England is an Equal Opportunities Employer. We are open to all talent and we actively ensure that all qualified applicants will receive equal consideration for employment without regards to age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation.

The Royal College of Surgeons of England is committed to protecting your privacy. We are registered as a data controller with the Information Commissioner's Office (ICO). All College employees are responsible for records held, created and used as part of their work for the College including patient/client, corporate and administrative records. Records are managed according to the requirements of the Data Protection Act 2018 and ensure confidentiality. The College ensures that staff are trained to handle the information you submit to us with care and discretion, seeking advice where necessary.