



# Job description

<b>Job title:</b>	Marketing Assistant
<b>Grade:</b>	2a
<b>Department:</b>	External Affairs and Engagement
<b>Responsible for:</b>	<i>n/a</i>
<b>Accountable to:</b>	Marketing Manager

## Job summary

The purpose of this role is to provide marketing and administrative support in the planning and delivery of RCS England marketing and membership engagement activities in order to generate positive member engagement, increase brand awareness and support the recruitment of new members and customers.

This role involves some travel, overnight stays and out-of-hours working.

## Specific duties and responsibilities

The role will involve the following specific areas:

### Marketing

- Support with the production and editing of copy and content across digital and print for both RCS England and the Faculty of Dental Surgery.
- Assist with marketing of our member benefits and initiatives. Channels may include email, website, social media, video, digital advertising and print.
- Maintain and develop relevant sections of the RCS England website ensuring that it is accurate and all webpages are kept up to date.
- Be a brand champion, especially supporting the new brand launch, liaising with other teams to ensure that materials produced across the College sit within the brand.
- Provide ad hoc support with implementing the brand producing collateral using Canva and the Adobe Suite.
- Support analytics reporting and competitor analysis.

### Membership engagement and administration

- Support the Marketing and Digital team with data manipulation and analysis.
- Support the administration and organisation of RCS England member committees as needed.



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- Provide general marketing and administrative support to the Marketing and Digital team including the management of literature, merchandise stock and the monitoring of customer support channels.

**Other duties**

- Actively seek to gain a thorough understanding of RCS England’s membership base and the issues affecting them.
- Prepare papers or write minutes for committees as required.
- Respond to members and customer enquiries in a timely manner by email, phone and online.
- Represent RCS England at conferences, seminars, career fairs and external working groups, or their virtual equivalent, as required.
- Any other tasks as deemed appropriate by the Marketing Manager.

This job description will be subject to review in the light of changing circumstances and may include other duties and responsibilities as may be determined. It is not intended to be rigid or inflexible but should be regarded as providing guidelines within which the individual works.

## Person specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• You will have some experience in a marketing, communications or administrative role.</li> </ul>	<ul style="list-style-type: none"> <li>• University degree in marketing, communications or similar, or other marketing body training/qualification</li> </ul>
<b>Experience and skills</b>	<ul style="list-style-type: none"> <li>• Proactive learner who understands the fundamentals of writing good copy</li> <li>• A natural flair for writing and very detail orientated</li> <li>• Top-notch organisational skills</li> <li>• Ability to use initiative, prioritise workload and meet deadlines</li> </ul>	<ul style="list-style-type: none"> <li>• Experience with writing for different channels and audiences</li> <li>• Familiarity with social media management tools, website CMS, email marketing platforms</li> <li>• Familiarity with Adobe Creative Suite and Canva</li> </ul>



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<p><b>People and interpersonal skills</b></p>	<ul style="list-style-type: none"><li>• Excellent verbal and written communication skills</li><li>• Ability to liaise with people at all levels of seniority</li><li>• Excellent team player, with the confidence to contribute to projects and share ideas with the team</li><li>• Embody our values of collaboration, respect and excellence</li><li>• Willingness to travel and work flexibly, including outside regular office hours.</li></ul>	
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The post holder will also need to demonstrate the following values:

<b>Collaboration</b>	<b>We embrace our collective responsibilities working collaboratively and as one college.</b>
	<ul style="list-style-type: none"><li>• We work together, using our collective expertise and experience to effect positive change</li><li>• We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments</li><li>• We take our responsibilities to each other, to patient care and to the environment seriously and we act with this in mind across our work</li></ul>
<b>Respect</b>	<b>We value every person we come into contact with at the College as an individual, respect their aspirations and commitments in life, and seek to understand and meet their physical and wellbeing needs.</b>
	<ul style="list-style-type: none"><li>• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others</li><li>• We actively seek a range of views and experiences across our work, and we listen to, and make everyone feel, a valued part of the team</li></ul>
<b>Excellence</b>	<b>We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.</b>
	<ul style="list-style-type: none"><li>• We work hard to be the best at what we do, recognising and celebrating effort and achievement, and reflecting on our work, so we can learn and improve</li><li>• We value and invest in research, education and training to drive excellence and put improvements in surgical practice, dentistry and patient care at the heart of our work</li><li>• We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience</li></ul>

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 race/ethnicity, nationality, religion, pregnancy, marital status, sexual orientation, gender identity/expression, age and disability.



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Respect



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