

Job description

Job title:	Senior Marketing Manager (9 month FTC)
Grade:	4b (subject to evaluation)
Department:	Communications – Marketing and Digital
Responsible for:	<i>Marketing Manager x2, Digital Content Lead</i>
Accountable to:	<i>Head of Marketing and Digital</i>

Job summary

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

The post holder will ensure the effective planning, prioritisation and delivery of integrated marketing programmes, ensuring resources are deployed effectively and consistently to maximise engagement, reputation and income generation.

Specific duties and responsibilities

Marketing Planning and Delivery

- Oversee the development, coordination and delivery of agreed marketing plans that support organisational and departmental objectives.
- Work with the Head of Marketing and Digital to translate departmental and organisational priorities into clear delivery programmes.
- Ensure marketing activity is aligned across membership, commercial, learning, examinations, events and other functions.
- 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, escalating strategic opportunities to the Head of Marketing and Digital where appropriate.



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Team Leadership and Management

- Provide direct line management, coaching and professional development for two Marketing Managers and the Digital Content Lead.
- Maintain a collaborative and high-performing team culture.
- Oversee workload planning, prioritisation and resource allocation across the marketing team.
- Ensure objectives, KPIs and development plans are in place and regularly reviewed.

Digital, Content and Channel Oversight

- Oversee marketing activity across owned, earned and paid channels.
- Ensure digital content, social media and marketing campaigns support organisational priorities and audience needs.
- Maintain oversight of the marketing and content calendar.
- Ensure consistency of messaging, tone of voice and brand standards across all channels.
- Identify opportunities to improve audience engagement and channel effectiveness.

Performance, Insight and Optimisation

- Ensure data, insight and audience research are used to inform planning and decision-making.
- Identify trends, risks and opportunities and make recommendations to improve performance.
- Oversee competitor analysis and sector benchmarking activity.

Stakeholder Management

- Support the team to build effective relationships with departmental leaders.
- Provide expert advice and constructive challenge to stakeholders on marketing, audience engagement and campaign planning, escalating strategic, reputational or high-risk stakeholder issues to the Head of Marketing and Digital.

Brand and Governance

- Support the Head of Marketing in maintaining the College's brand and reputation.
- Ensure governance processes, approval routes and quality standards are consistently applied.
- Lead quality assurance across marketing outputs.
- Champion brand consistency, accessibility and audience-centred communication.

Financial and Operational Management

- Manage delegated campaign budgets within agreed parameters
- Monitor expenditure and campaign performance against agreed objectives.
- Identify opportunities to improve efficiency and maximise return on investment.
- Support comms planning and team reporting processes.

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.

August 2026



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Person specification

	Essential	Desirable
Qualifications	• Degree-level qualification or equivalent professional experience • Evidence of continuing professional development •	• CIM, IDM or equivalent marketing qualification. • Management or leadership qualification. •
Experience and skills	• Experience in a senior marketing or communications role • Experience developing and delivering integrated multi-channel marketing plans aligned to organisational strategy • Experience managing and developing managers and/or senior marketing professionals • Experience translating organisational objectives into effective marketing activity. • Experience managing multiple competing priorities, stakeholders and projects simultaneously. • Proven ability to lead, motivate and develop high-performing teams. • Experience using audience insight, market research and performance data to inform decision-making. • Strong project planning, prioritisation and resource management skills. • Excellent written, verbal and presentation communication skills.	Experience within a membership organisation, professional body, healthcare or education sector. Experience leading organisational change, brand implementation or digital transformation projects. Experience managing significant marketing budgets. Experience working with executive teams, boards or senior professional stakeholders.



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Technical competencies	Strong understanding of modern marketing principles and best practice. • Knowledge of CRM systems, email marketing, analytics and reporting tools. • Understanding of digital marketing channels including social media, SEO, content marketing and paid media. • Ability to interpret performance data and translate findings into actionable recommendations. • Understanding of brand management, governance and quality assurance processes. •	• <i>Experience with marketing automation platforms and customer journey development.</i> • <i>Experience using Dynamics 365, Customer Insights Journeys or similar platforms.</i>
People and interpersonal skills	• <i>Outstanding stakeholder management and relationship-building skills.</i> • <i>Ability to provide expert advice, support and constructive challenge to stakeholders.</i> • <i>Strong leadership, coaching and mentoring skills.</i> • <i>Collaborative approach with the ability to work effectively across teams and departments.</i> • <i>Ability to influence, negotiate and build consensus at all levels of the organisation.</i> • <i>Demonstrates sound judgement, initiative and a proactive approach to problem-solving.</i>	





The post holder will also need to demonstrate the following values:

Collaboration	We embrace our collective responsibilities working collaboratively and as one college.
	We work together, using our collective expertise and experience to effect positive change • We are open, honest and transparent, straightforward in our language and actions, acting with sincerity and delivering on our commitments • 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
Respect	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.
	• We treat everyone we meet with kindness and integrity and we seek to promote these behaviours in others • 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
Excellence	We aspire to excellence and success. We share learning from our experiences, apply feedback into practice, and commit to continual improvement.
	• 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 • 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 • We always seek to learn and discover more, valuing knowledge and scientific evidence, basing our decisions on insights, fact and experience

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.



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