



Job Description

Post: Marketing Coordinator

Grade: 3a

Department: Membership, Marketing and Communications

Responsible to: Marketing Manager

Job Summary

The purpose of this role is to design, develop and implement membership and marketing activities for The Royal College of Surgeons of England (RCS England) and The Faculty of Dental Surgery (FDS), in order to generate positive member engagement, increase brand awareness and recruit new members.

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

- Lead on the production and dissemination of careers information including content and campaigns across print and digital.
- Implement campaigns to attract and retain members. Channels will include email, website, social media and print.
- Write effective and engaging high-quality copy for a range of channels, working to marketing best practice.
- Proactively identify content gaps for engagement with students and trainees.
- Review and analyse marketing channels and materials, suggesting improvements and leading on developments.
- Confidently proof-read and feedback on work from colleagues and other teams to ensure consistency of style and the production of the highest quality materials.
- Be a brand ambassador, ensuring that the RCS England and FDS brands are maintained and championed, internally and externally.
- Provide regular marketing reports and conduct analysis to offer suggestions for improvements.
- Manage campaigns independently and work collaboratively with the marketing and digital team and other departments across the organisation.
- Organisation of conference activities and attendance at events and careers fairs or virtual equivalents.



Membership engagement and administration

- Administer, organise and develop RCS England and FDS member committees including the Sustainability in Surgery (SiS) group.
- Attend FDS Board meetings quarterly to present marketing progression and upcoming campaigns.
- Develop positive working relationships with staff and key stakeholders.

General

- Actively seek to gain a thorough understanding of the FDS membership base and the issues affecting them.
- Prepare papers or write minutes for committees as required.
- Manage and respond to member and customer enquiries in a timely manner by email, phone and online.
- Data manipulation and analysis.
- 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.

The Royal College of Surgeons of England is an Equal Opportunities Employer.

All College employees are responsible for records held, created or used as part of their work including patient/client, corporate and administrative records whether paper-based or electronic, which also includes emails. Records should be managed and stored appropriately and should in all cases comply with the requirements of the Data Protection Act 2018 and the General Data Protection Regulation. Employees should have read and understood the College's Data Protection Policy and Records Management Policy and should follow all agreed records management and data protection procedures, seeking advice where necessary.



Person Specification

Qualifications

- Ideally a graduate.
- Candidates without a degree or equivalent qualification, but with a proven successful and sustained track record as outlined in experience below may also be considered.

Experience

- A minimum of two years proven and demonstrable achievement in a marketing or communications role.
- Marketing and/or communications experience including email marketing, creating content for websites and delivering social media campaigns.
- The ability to measure and analyse impact and success.
- A track record in networking and relationship building.
- Experience of researching, developing and drafting documents and reports.
- Ability to build consensus with a wide range of stakeholders. Experience of having to use initiative and work independently.
- Proven ability to rapidly expand own knowledge and stay up to date with developments in relevant area.
- Understanding of equality and diversity and widening participation issues.

Skills

- Excellent verbal and written communication skills including the ability to present complex information in a clear manner and to adjust delivery to suit audience.
- Excellent organisational skills and attention to detail.
- Ability to manage a complex workload and competing priorities.
- Ability to manage relationships with a range of people of varying seniority.
- Ability to work independently and as part of a team.
- Computer literacy: Excel, Word, Web, email and data management.
- Experience using Adobe InDesign highly desirable.
- Willingness to travel and work flexibly, including outside regular office hours.

The post holder will also need to demonstrate our core **values and behaviours**:

1. **Collaboration**
2. **Respect**
3. **Excellence**

The appointment is subject to proof of the attainment of any qualifications deemed essential to the post and used as a basis for shortlisting and selection. Failure to provide evidence of the required qualifications will result in the offer of employment being withdrawn.

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