

JOB DESCRIPTION

POST: Marketing Co-ordinator (careers)

GRADE: 3a

DEPARTMENT: External Affairs: Membership and Marketing

RESPONSIBLE TO: Head of Marketing

JOB SUMMARY

The purpose of this role is to produce careers content and activity that meets the needs of the surgical profession throughout the different career stages and deliver effective marketing and communications campaigns to raise awareness and increase use of RCS careers support. The role will also play an integral part in the recruitment of and engagement with affiliate members.

SPECIFIC DUTIES AND RESPONSIBILITIES

The role will involve the following specific areas:

1. Careers support activities

- Administer, organise and develop the RCS Emerging Leaders programme.
- Support the RCS' Women in Surgery activity through leading on programmes of work, marketing and communications campaigns and supporting and administering the Women in Surgery forum.
- Manage RCS activities supporting medical students pursuing careers in surgery.
- Managing RCS activities supporting SAS doctors through the SAS forum.
- Manage careers enquiries and provide suitable advice or signposting.
- Attend careers fairs and events to engage with key audiences and recruit new members.
- Manage all external and internal enquiries regarding a career in surgery, providing comprehensive, timely and detailed responses via email, telephone or in person.

2. Careers support evaluation and impact

- Review and evaluate each area of the service using a range of metrics and measures.
- Work closely with the Outreach Team and other departments across the college to provide support and careers related advice.
- Identify and develop new initiatives and recommendations for new ways of delivering the service.
- Provide regular reports.

3. Marketing and communications

- Lead on the production and dissemination of key careers information and content through targeted marketing communications campaigns.
- Lead on activity around National Careers Week and International Women's Day in particular.

- Identify and produce content to engage with and recruit RCS affiliate (student and trainee) members.
- Review and produce up-to-date careers literature and disseminate to key stakeholders via suitable media including print, website and social media.
- Maintain the relevant sections of the RCS website and contribute to the RCS' presence on social media.

4. General

- Represent the RCS at conferences, seminars, career fairs and external working groups as required
- Any other tasks as deemed appropriate by the Head of Marketing

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 for the College 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

- Marketing and/or communications experience including email marketing, creating content for the website and delivering social media campaigns
- Experience of delivering engagement activities with students and customers
- 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
- Experience delivering information/guidance to a range of audiences, including school / university students and senior colleagues (*desirable*)

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
- Ability to rapidly expand own knowledge and stay up to date with developments in relevant area
- Excellent organisational skills, methodical approach to planning 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: email, Excel, Word, Web and data management
- Willingness to travel and work flexibly, including outside regular office hours

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

Diversity - we value ***diversity*** and treat each other with respect.

- I listen effectively and treat each person as an individual
- I value people with different skills, expertise and knowledge to myself
- I ensure that everyone I meet feels welcomed at the college
- I trust the people I work with and know they will work to their best ability
- I am inclusive and build good relationships with everyone I work with
- I take time to understand different views to myself for the sake of the college

Improvement - we seek continuous **improvement**, and improvement requires change.

- I use my expertise to question, challenge and improve the way we carry out our tasks
- I identify opportunities to innovate and present ideas to improve our products and service
- I am open and positive to new ideas and ways of working which help the college
- I adapt to change positively
- I help my manager communicate change to others
- I learn from my mistakes and do things differently as a result

Responsibility - we take personal **responsibility** for all we do.

- I set challenging goals for myself
- I deliver what I say I will deliver
- I take informed decisions which are within my control and hold myself accountable for them
- I take initiative and am proactive in all I do
- I constantly work to the best of my ability
- I work with integrity in the best interests of the College and its priorities

Collaborative - we are **collaborative**, both across the College and with our stakeholders across the world.

- I build positive relationships with the people I work with
- I work collaboratively with others to deliver exceptional performance
- I always work for the greater good of the College
- I highlight behaviours which are inconsistent with the College standards
- I consistently live the College values
- I involve others in key decisions I take at work

Prudent - we are **prudent** in our use of resources.

- I deliver excellent work and customer service with the resources available to me
- I am efficient with the resources I use
- I find effective solutions to problems
- I escalate issues quickly when resources are stretched
- I prioritise my work effectively
- I follow the rules at work so that I minimise risks to the College

Professional development - we are committed to personal **professional development** that benefits the individual and the College.

- I seek learning opportunities for my personal and professional development
- I support, encourage and help my colleagues to develop
- I put my learning into practice in my role
- I ask for regular and honest feedback on my performance and learn from what is said
- I create opportunities to share my knowledge within and across teams
- I know my areas of expertise and convey this with confidence to my colleagues

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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