

JOB DESCRIPTION

POST: MEMBERSHIP AND MARKETING ASSISTANT

GRADE: 2A

DEPARTMENT: EXTERNAL AFFAIRS

RESPONSIBLE FOR: N/A

RESPONSIBLE TO: HEAD OF MEMBERSHIP AND MARKETING

JOB SUMMARY

The RCS Membership and Marketing team is looking for a driven individual with sound writing and organisational skills to help deliver a broad range of marketing and membership engagement activities. This is a valuable opportunity to become part of a supportive and hard-working team, whose shared expertise culminates in the delivery of high-quality and effective marketing and membership engagement activity.

SPECIFIC DUTIES AND RESPONSIBILITIES

- Work closely with the Membership and Marketing team to deliver marketing and membership engagement activities on behalf of a broad range of internal teams
- Assist with the implementation and evaluation of marketing and communications campaigns across email marketing, social media, print advertising and promotional materials
- Be a brand champion for the RCS, liaising with other teams to ensure that materials produced across the RCS are on-brand, and support colleagues to create these on-brand materials

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

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All of the following are essential unless otherwise stated.

- An 'A' level or equivalent education and marketing or administrative experience gained in a marketing or membership environment
- Ability to use your own initiative to prioritise your workload, manage your own and others' conflicting priorities while meeting deadlines
- To be comfortable liaising with people at all levels and be an excellent team player
- A good working knowledge of Microsoft Word, Excel and PowerPoint packages, experience using the Adobe Creative Suite, email marketing software and a CMS is beneficial

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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5 October 2018