

Job Description

Post: Marketing Assistant

Grade: 2a

Department: Membership, Marketing and Communications

Responsible to: Marketing Manager

Job Summary

To provide marketing and administrative support in the planning and delivery of all RCS England marketing and membership engagement activities in order to generate positive member engagement and the recruitment of new members and customers.

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

Specific Duties and Responsibilities

Marketing

- To assist with the production and distribution of promotional materials across digital and print for both RCS England and the Faculty of Dental Surgery.
- Collate, write and edit copy.
- Input into the development of new marketing materials.
- Assist with the implementation and evaluation of marketing and communications campaigns including email marketing, digital (social media), print advertising and promotional literature.
- Maintain and develop relevant sections of the RCS England website ensuring that it is accurate and all webpages are kept up to date.
- Regularly review and update promotional material for RCS England and the FDS following brand guidelines.
- Act as a brand champion for RCS England, liaising with other teams to ensure that materials produced across the College sit within the brand and supporting colleagues to create appropriately branded materials.
- Support analytics reporting and competitor analysis.
- Liaise with relevant stakeholders to ensure effective communication of marketing and promotional activities.
- To coordinate and manage information and promotional materials stock.

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 including the Sustainability in Surgery group.

- 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.

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 1998. Employees should have read and understood the College's Records Management Policy and should follow all agreed records management procedures, seeking advice where necessary.



Person Specification

Qualifications

- GCSE English and maths.
- University degree (desirable but not essential).

Experience

- Marketing or administrative experience.
- Liaising with people at all levels.
- Working flexibly across teams.
- Using information systems to obtain and disseminate information.
- A good working knowledge of Microsoft Word, Excel and PowerPoint packages.

Skills

- Excellent organisational skills and attention to detail.
- Ability to use own initiative, prioritise workload and manage own and others conflicting priorities while meeting deadlines.
- Flexible approach to working.
- Excellent verbal and written skills.
- Ability to communicate effectively with both internal and external stakeholders.
- Excellent team player, with the confidence to contribute to projects and share experiences and expertise with colleagues.

The post holder will also need to demonstrate the following **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.

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