



The ROYAL
SOCIETY of
MEDICINE

Marketing Executive

Job Description

Full Time Permanent

A mixture of office (central London) and home working is anticipated with this role.

The Royal Society of Medicine is one of the UK's leading providers of continuing learning in healthcare. Our vision is 'better healthcare for better lives'. We aim to achieve this by sharing learning and supporting innovation on the science, practice and organisation of medicine.

As a registered charity and membership organisation with a global network of 20,000 members, we bring together healthcare professionals across specialties. We offer a range of membership options for every career stage, from students to retirement.

We deliver multidisciplinary, specialist and general education, as well as professional development, drawing on the support of leading experts in over 50 specialist areas of medicine.

Our learning resources span a wide collection of books, journals, digital journals and online medical databases. We are home to one of the finest physical and digital medical libraries in the world. We connect those involved and interested in healthcare and, by leveraging expertise from across the RSM, we support, help and inspire the innovators developing the medical products and services of tomorrow.

Overall Job Purpose

The principal aim of the role is to support the marketing of the Royal Society of Medicine to its members and audiences, driving member acquisition, retention, and event attendance.

Principal Accountabilities

- **Deliver multiplatform and multichannel marketing activity to attract new members:** Deliver a range of compelling and innovative multiplatform campaigns to support the growth of membership to the RSM, working with the Acquisition Manager to support targets.
- **Ensuring timely marketing of a range of events, content and services:** Capturing the imagination of our prospective audiences, via direct marketing, ranging from emails, social media and events.
- **Deliver multiplatform marketing activity to retain current members:** Support the Retention and Engagement Manager to deliver a range of compelling and innovative multiplatform campaigns to retain current members,
- **Drive attendance at all RSM and partner events.** Creating and driving new approaches to increase audience numbers and convert attendees to membership.
- **Work closely with RSM Education teams:** To ensure that all events are marketed in a timely manner with up-to-date and compelling messaging.
- **Create compelling content and campaigns:** Develop and deliver relevant and timely content across all platforms, including website, email, social media, newsletters and events to engage all RSM audiences, prospective members, current members and event attendees.

- **Monitor, track and improve performance:** Ensure strong performance across marketing campaigns by monitoring and tracking data and customer journeys. Identifying and proactively delivering any necessary improvements.
- **Research:** Proactively conduct research to understand and segment audiences relevant for membership and event marketing. Including relevant partners, health sector events. Sharing information with others across the team
- **Audience segmentation:** Define and understand audience segmentation for all marketing campaigns to create relevant messaging for each audience and campaign.
- **Technology:** Understanding of how to manage digital tools for marketing and interrogate data to support marketing campaigns and change approach accordingly.
- **Event attendance:** Ensuring a proactive approach to event attendance and membership acquisition. Leading by example across the team to drive membership acquisition.
- **Proactively contribute towards marketing ideas:** Working with the education teams, managers and heads of, proactively contribute towards marketing ideas.

Main Contacts

The Marketing Executive will have both internal contacts and external member contacts and will be required to deliver relevant retention and engagement programmes based on member feedback so the ability to liaise with members at all levels and good communication/negotiation skills are important.

Internal

- Head of Strategic Marketing, Director of Engagement, other Directors and senior managers
- Colleagues in the team
- Colleagues in other teams.

External

- Members
- Event sponsors and speakers
- Other relevant organisations

Overview

The Marketing Executive reports into the Head of Strategic Marketing and is responsible for the delivery of a variety of marketing activities including: acquisition, retention and event marketing campaigns, for the Royal Society of Medicine. It is critical to the success the Royal Society of Medicine we retain and grow our current membership while delivering solid event marketing programmes to increase revenue. This role involves working with a wide range of internal and external stakeholders at all levels but particularly members at senior level.

Knowledge and Experience

Experience:

- Content development and strong writing skills
- Experience of a range of marketing skills
- Strong Communication skills
- Creative thinking and problem solving
- Strong attention to detail and accuracy
- Data analysis and understanding trends and insights
- Tact and diplomacy in dealing with often sensitive information.
- Experienced user of Microsoft Office, in particular Word, Excel and PowerPoint.
- Experienced in creating, executing and reporting on marketing plans"

Ability and Skills

- Ability to handle pressures and deadlines, while working on multiple tasks and as part of a wider team
- Ability to work across teams.
- Strong copywriting skills.
- Ability to manage time and report success of campaigns.
- Ability to test learn and adapt campaigns where necessary.
- Data management and understanding of email platforms and analytics.
- Ability to plan effectively and proactively seek creative solutions.

Desirable:

- Experience of working within professional services, or membership bodies
- Experience of working in an organisation with volunteer input
- Use of CRM Microsoft Dynamics
- Experience of working with email marketing and use of Google Analytics
- Some knowledge of global markets.

Values and Behaviours

The post holder must always when conducting responsibilities and interacting with others:

- Uphold the vision, mission and values of the RSM
- Support effective communication and consistent management of RSM policies and procedures throughout the organisation
- Adhere to the Society's Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards
- Adhere to the Society's Data Protection regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner
- Fully subscribe to the spirit of and adhere to the Society's people policies in particular the Discrimination, Bullying, Harassment, Victimisation policies.