

Marketing Communications Manager



Job description

Job title:	Marketing Communications Manager
Reporting to	Head of Communications
Location	London, hybrid working
Salary	£33,000
Job purpose	This postholder will play a vital role in the Society's communications team, supporting the Head of Communications to deliver information to the wider intensive care community managing campaigns to stakeholders to raise the profile of the Society and promote our products and services. They will also work closely with the learning and events teams to manage various channels to promote our educational and accreditation activities and events (including our annual 3-day State of the Art congress).

Key accountabilities

- To play a leading role in developing strategic marketing advice and advising the senior management team and CEO
- Manage and implement marketing campaigns from planning to delivery and evaluation, ensuring they are informed by clear objectives and integrated across agreed channels in line with the Society's Strategy and Plans
- To manage the Society's brand and ensure senior stakeholders are supported in all external facing communication
- Work with all areas of the organisation to communicate workstreams through newsletters, social media, blogs, websites and other mediums.
- Raising awareness of the Society's learning and accreditation programmes to increase the number of learners coming through the varying pathways as well leading on all communications as new modules come online.
- Use our channels and networks to promote attendance across the Society's event programme which includes one day seminar style events, the Intensive Care Society Awards and our flagship Congress, State of the Art.
- Take responsibility for data analysis and insight in relation to our website, email marketing, the CRM database, and streaming analytics to help inform decision-making and strategy, and for reporting purposes across the organisation
- Segment discrete membership segments to understand wants and needs
- Create automated and triggered emails where appropriate
- Lead on the creation and monitoring of GA4 analytics to enable informed decision-making across all the Society's digital activity
- Regularly analyse website customer behaviour and journeys to build accurate profiles and an understanding of key points of engagement and touch points, to inform decision-making
- Utilise results of website analysis to monitor and improve user experience
- Manage the Society's website and work with other areas of the Charity to ensure that content is fresh and up to date
- Collaborate with the wider team to maintain the Society's website ensuring that content is appropriate, up to date and accurate.

Intensive Care Society | 7-9 Breems Buildings | London | EC4A 1DT
T: +44 (0)20 7280 4350 E: info@ics.ac.uk W: www.ics.ac.uk

Patron: HRH, The Princess Royal

Marketing Communications Manager

- Contribute to digital transformation projects and any associated change communications plans
- To monitor budget expenditure and work with third parties as required.
- To support the management of committees and working groups that fall under the remit of the communications team, creating agendas, taking minutes, and monitoring action points to ensure successful project delivery.

Other

- To model the Society's values and work in accordance with the Society's policies
- Undertake any such other duties as may be reasonably required, consistent with the nature of the post

Intensive Care Society | 7-9 Breems Buildings | London | EC4A 1DT
T: +44 (0)20 7280 4350 E: info@ics.ac.uk W: www.ics.ac.uk

Patron: HRH, The Princess Royal

Person specification

Knowledge, skills and experience	
Communications	
<p>Essential</p> <ul style="list-style-type: none"> • A proven communications and/or B2C marketing professional with experience of using multiple channels for communications and B2C marketing purposes. • Excellent skills in proofing, sub editing and preparing content for distribution. • Experience working with third parties to create content. • Analytically minded with demonstrable ability to use data to improve future work. • Experience managing websites. • Background in data analysis to support marketing campaigns 	<p>Desirable</p> <ul style="list-style-type: none"> • Good knowledge of the UK media and solid knowledge of current health issues • Experience of designing and implementing digital infrastructure i.e. website/CMS platforms • Experience in promoting events/and or awards (internal or external)
General	
<p>Essential</p> <ul style="list-style-type: none"> • Excellent oral and written skills and computer literacy, especially Microsoft Office • Experience and confidence in managing difficult and challenging situations and stakeholders. • Working collaboratively with senior professionals 	<p>Desirable</p> <ul style="list-style-type: none"> • Experience working in a small organisation, ideally a charity or membership body • Business planning and project management • Experience developing agendas and minute taking
Behaviours	
<p>Essential</p> <ul style="list-style-type: none"> • Alignment with Society's core values: <ul style="list-style-type: none"> ◦ Collaboration ◦ Freedom of expression ◦ Accept and Respect ◦ Quality • Take personal responsibility for the delivery of quality outcomes. • Willingness to work flexibly and across boundaries with colleagues in a small organisation • Diligent with an eye for detail 	