

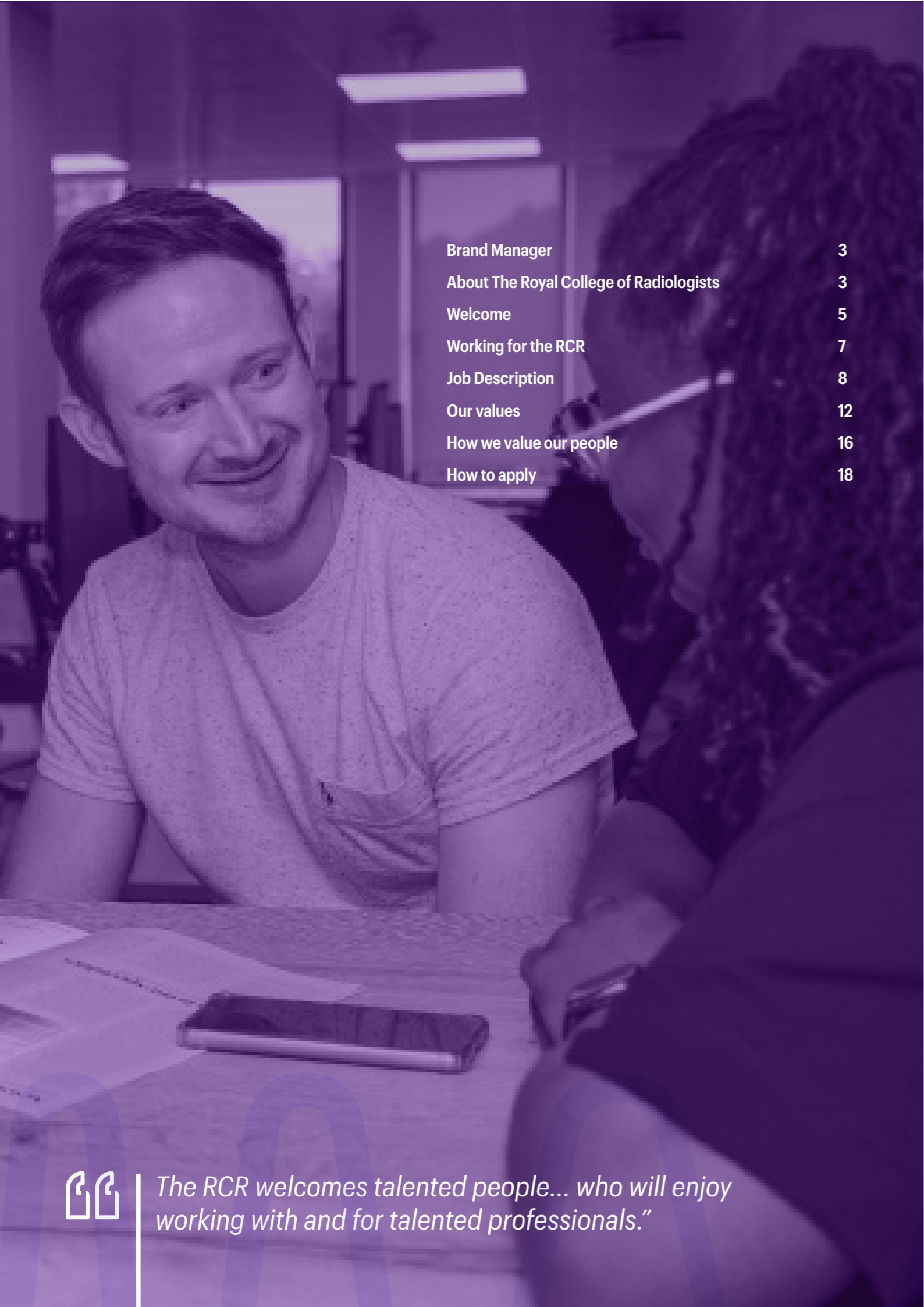


# The Royal College of Radiologists

Brand Manager



The Royal College of Radiologists



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*The RCR welcomes talented people... who will enjoy working with and for talented professionals."*

## Brand Manager

Salary:	£53,793 per annum, with pay progression up to £59,454 per annum within two years employment, plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	Permanent
Closing date for applications:	23:59 26 January 2025
Interview date:	Shortlist interviews are scheduled for 6 February 2025 and selection interviews are scheduled for 11 February 2025.

## About The Royal College of Radiologists

### Are you interested in making a real difference in the healthcare sector to improve imaging and cancer care for all?

At The Royal College of Radiologists (RCR), we're the leading professional membership body for clinical radiologists and clinical oncologists and a registered charity who educate and support doctors throughout their career. With over 14,000 members in the UK and internationally, together we're contributing to the advancement of each new generation of doctors and helping to improve patients' lives.

We require a broad range of skills and experience to deliver our strategic goal of increasing the clinical radiology and clinical oncology workforce, which will ultimately lead to improving imaging and cancer care services for all.

If you're inspired by our **strategy** and **values**, and are passionate about helping us meet our ambitious goals in an environment that celebrates differences, values diversity and recognises that everyone here plays a role in the success of the College, then we encourage you to consider a career at the RCR.



## Welcome

Thank you for your interest in working with the RCR. I hope that you will find the information in this Candidate Pack useful, in addition to the content on our website: [www.rcr.ac.uk](http://www.rcr.ac.uk)

The last few years at the RCR have seen much growth and development. We have improved the range and quality of the services and support offered to our membership. We have grown the external profile of the RCR's work and increased awareness of the value of our medical specialities to patients and the public. We have created life-saving guidance and expanded our work globally to many different countries. We've revised how we train and examine our doctors to ensure they continue to be the best in the world, plus much, much more. We are ambitious to continue this success and build into the future.

Our Strategic Priorities from 2019 are:

### Workforce

Support excellent, safe patient care by working collaboratively on team-wide standards across imaging and oncology. Define our doctors' professional needs for the future and shape sustainable workforce models for our patients and our specialties to realise them.

### Be the experts

Highlight to the public and stakeholders the contribution our specialties make to safe, evidence-based and cost-effective patient care. Contribute meaningfully to the debate on the future of healthcare both in the UK and overseas.

### Professional learning

Develop our educational offer to support our doctors to meet the challenges of practice, working with others where appropriate, sharing ideas where possible. Adopt new educational models rapidly to ensure continuing equity of access to high-quality products.

### Membership value

Support all members and Fellows to deliver the best care for patients, for their entire career regardless of where or how they practice.

### Our College

Shape a College that is demonstrably agile and responsive, accountable and open, supporting our specialties and the patients we treat.

The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* ([www.livingwage.org.uk](http://www.livingwage.org.uk)) not only for our employees, but also in respect of our contractors.

The RCR welcomes talented people who share our ambition, commitment who will enjoy working with and for talented professionals.

I look forward to hearing from you.

Yours sincerely



## Working for the RCR

The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered to doctors in the specialty. The executives of the RCR are the eight Officers (doctors) who work closely with the senior management team (the Chief Executive and Executive Directors for Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

### The Communications Directorate/Marketing and Digital Team

The Marketing and Digital team develop and deliver communications that promote activity from across the RCR to Fellows, members and other audiences, engaging them in our work as an organisation. We cover a broad spectrum of areas as a team, including brand, marketing, design, content, publishing and digital communications. We are also responsible for engaging members in sharing their views and

feedback, developing crucial insights that shape our work and ensuring their needs are at the centre of all we do.

The Brand Manager role will manage all operational brand activity, leading their team to deliver exciting communications, insights and assets, as well as building our brand and influence across the globe through our products, education and professional services, working closely with colleagues across the RCR to achieve this. They will work with the Head of Marketing and Digital to develop our brand strategy, leading on the execution of the strategy and identifying ongoing opportunities and potential impact.

We are a busy and ambitious team, and the Brand Manager will play a key role in helping us move forward to meet our goals. We are looking for someone innovative and creative, with a clear understanding of how organisational branding contributes to the bigger picture and an ability to translate insights into actions. The role would suit someone who enjoys working in a supportive, collaborative atmosphere on a wide variety of projects, where audience engagement is at the heart of all we do.

### Where the job fits





# Job description

Job title:	Brand Manager
Responsible to:	Head of Marketing and Digital Brand and Creative Officer
Responsible for:	Graphic Designer Customer Insight Officer
Contract terms and hours:	Permanent, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working

## The role

### Overall purpose

The Brand Manager holds a key role within the Marketing and Digital team, leading on both the ongoing development of the RCR brand and how our customers engage with it.

They will oversee the growth, implementation and delivery of the brand strategy, identifying and maximising opportunities to continue to grow and enhance the RCR brand, working with colleagues to ensure the key messages and goals are embedded across our work, from events and exams to product development. They will ensure that the brand vision touches everything that we do, and that RCR activity upholds and supports the brand in return.

The Brand Manager works to ensure positive perceptions of the organisation through effective brand marketing, building lasting engagement around key member touchpoints, such as the onboarding process, Fellowship ceremonies and trainee enrolment.

They oversee all design work and the management of the visual expression of the brand, supporting their team to develop audience led design and creative assets that affirm our brand identity and position as world leaders in radiology and oncology.

Managing our customer insight function, you will enable deeper understanding of our audiences and deliver insight led strategies for engagement across the business, helping our members feel valued, listened to and part of an innovative community at the heart of healthcare.

## Main areas of responsibility

- Brand engagement
- Corporate and brand communications
- Design and creative
- Customer insight
- Leadership and team management
- General

### Responsibilities

#### a. Brand engagement

1. Manage the RCR brand and related activity, ensuring that it continues to support and enhance our reputation, remains fit for purpose and develops alongside our offer.
2. Development and application of the brand strategy to guide marketing campaigns, ensuring they remain relevant in a rapidly changing context.
3. Identify opportunities to build our brand – whether through partnerships, sponsorship, platforms, events or positioning – and working with colleagues and Officers to ensure that these opportunities are maximised with clear success criteria and audience-building

4. Providing support and advice to colleagues across the RCR on how to effectively use the brand in business development activity.
5. Ensure all staff can champion the RCR brand by engaging them through internal communications such as brand inductions and drop in sessions
6. Develop both an internal and external message bank in collaboration with other teams, ensuring all staff can access and understand our priorities and key messages that support and promote our brand.
7. Ensure all RCR Fellows and members feel connected to the RCR brand, wherever they are.

#### b. Corporate and brand communications

8. Lead in the development of an updated and revised approach to developing and promoting RCR corporate communications to continue to advance and support the RCR brand and mission to all audiences, including key RCR reports, guidance publications, presentations etc.
9. Leading on the planning and development of membership brand engagement activity, including the member welcome / onboarding process.
10. Develop a brand engagement events and conferences strategy, ensuring these activities meet our brand objectives.
11. Oversee internal and promotional activity for our clinical journals as an external expression of the RCR brand.

#### c. Design and creative

12. Oversee the development of all brand assets, including video and other visual content to build awareness of our work, identifying opportunities to seed brand content out through both organic and paid for channels.
13. Ensure that all our assets, reports and marketing materials are engaging, support our brand and are produced in a timely, cost-effective way.
14. Oversee our in-house design work, ensuring that we continue to grow and develop the visual expression of our brand in the most effective way to support our content, messaging and activity.
15. Manage and guide the use of our brand in partnership, endorsement and collaboration activity.
16. Manage any related sub-brands.

#### d. Customer insight

17. Championing the voice and needs of our members in our work, you will manage and develop insight, segmentation and targeting strategies to influence plans and priorities at a senior level across the organisation.
18. Oversee the biannual membership engagement survey, collaborating with colleagues across the RCR to ensure we hear as widely from members as possible
19. Develop clear mechanisms for communicating the value of member-led insight back to the RCR membership, ensuring their views are shared and represented.
20. Embedding the use of data and insight to drive decision making around activity
21. Oversee the development and use of brand tracking tools to ensure we understand brand engagement at all levels and with all audiences.





#### e. Leadership and team management

22. Lead, motivate and develop the brand team to deliver expected outcomes, achieve objectives and results, and seek improvement on a continuing basis.
23. Promote effective communication between members of the wider marketing and digital team, the Communications Directorate and other relevant members of RCR staff and stakeholders.
24. Manage records (attendance and absence) of direct reports using the RCR's electronic HR system.

#### f. General

25. Project management of key programmes of work as required
26. Ensuring that our processes are clear and appropriate and that we meet all our responsibilities around data protection, GDPR and other regulations
27. Providing a strategic overview and evaluation of all brand projects and campaigns against KPIs, reporting progress and return on investment, ensuring lessons learnt are shared widely with senior and wider stakeholders and feed into the design of future projects.
28. Managing budgets, reforecasting, negotiating with suppliers, and ensuring that best value is achieved
29. Undertake such duties appropriate to the level of the postholder's qualifications and experience as may be required by the RCR from time to time.
30. Maintain and manage records in accordance with RCR's data protection policy and guidance.
31. Maintain documentation on all activities carried out

## Key working relationships

#### Internal working relationships

- Head of Marketing and Digital – reporting to
- Content Manager – working in partnership across the team
- Marketing & Digital team – working collaboratively and in partnership
- All teams and colleagues across the RCR – providing guidance and support

#### External working relationships

- External contacts
- Stakeholders with whom the RCR collaborates – create strong relationships; align aims; share information including overseas stakeholders
- Agencies – marketing, design – ensuring good working relationships, value for money and high-quality deliverables
- Journal publishers and editors/working groups



## Scope and limits of authority

Decision making level	<ul style="list-style-type: none"> <li>• Coordination of brand activity across the RCR</li> <li>• Management of projects within areas of responsibility</li> </ul>
Financial resources	<ul style="list-style-type: none"> <li>• Budget will vary year on year</li> <li>• Managing budgets for production, assets, design and insight</li> </ul>
Other resources	<ul style="list-style-type: none"> <li>• Maintaining information resources relating to all areas of responsibility</li> </ul>
People management	<ul style="list-style-type: none"> <li>• Brand and Creative Officer</li> <li>• Graphic Designer</li> <li>• Customer Insight Officer</li> </ul>
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> <li>• Ensure activities are compliant with data protection</li> <li>• Ensure appropriate licences are maintained for all team activities</li> </ul>



## The person

Essential (E) or  
Desirable (D)

Knowledge, qualifications and experience	
Proven experience of brand management for an organisation, preferably not-for-profit	E
Experience in creating creative content, such as multimedia assets, video etc to drive engagement with audiences.	E
Experience championing brand attributes, with practice in creating messaging and communications that bring a brand to life.	E
Knowledge of the marketing mix and its application in a brand engagement context.	E
Experience managing designers, both freelance and in-house.	D
Skilled and experienced people manager, able to motivate, co-ordinate and develop staff, applying a range of management approaches as appropriate.	E
Demonstrable experience in generating insight to improve activity and drive decision making.	E
Experience in using asset creation and design to deliver impactful and effective cam-paigns.	E
Experience in working with publications, including magazines or journals.	D
Experience in strategic communications, including reputation management.	D
Skills and abilities	
Accurate use and understanding of English.	E
The ability to champion the importance of brand throughout the organisation, engag-ing staff and Officers in the role this plays in our communications and impact.	E
Confident communicator and presenter, able to adapt your approach to suit different audiences and contexts.	E
Proactive with a creative approach to problem solving.	E
Strong analytical skills, able to set clear objectives/KPIs, evaluate performance and demonstrate value for money.	D
Effective interpersonal skills, with the ability to work collaboratively, build and sustain effective working relationships with a diverse range of colleagues, partners and stake-holders at all levels	E
A good team player, with a willingness to cover day-to-day routine delivery as well as strategic projects, and the ability to work across different areas depending on need.	E
Copywriting skills, with confidence in writing for different audiences	D

### Other Requirements

To be able to apply candidates must be able to also fulfil the following requirements:

- Candidates must have the right to work in the UK to be able to apply for positions at the RCR
- Enthusiasm for learning and development and taking on new tasks
- A strong commitment to equality and valuing diversity
- Commitment to the aims and charitable objectives of the RCR
- The ability to maintain confidentiality and information security
- Commitment to the values and behaviours of the RCR
- Commitment to own continuing professional development



## Our values



### People focus

We treat everyone fairly and with respect, actively listening and responding appropriately, while recognising individual differences.



### Integrity

We are open, honest and transparent. We strive to reflect and learn from experience in every area of our work to deliver the right outcome.



### Making a difference

We strive for excellence. We make a difference by setting standards and empowering our membership and our staff through personal development and lifelong learning.

We recognise that patients' best interests underpin everything we do.



## Behavioural competencies

The RCR's Competency Framework defines the behavioural competencies required from all staff to contribute effectively in their role and within the wider organisational team.

### Communicating effectively

The success of the College depends on how it communicates with its membership and other stakeholders. Employees need to know their audience(s) and communicate with them in a way which meets stakeholder needs and expectations as far as possible.

### Working together

The College's effectiveness and reputation depends on efficient and collaborative working, both within and beyond the team. This includes all employee colleagues, Officers, other Fellows and members and often others outside the College.

### Personal effectiveness

The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

### Customer focus

We should all provide excellent services to all customers but notably to the membership and staff colleagues. Focusing on those and other customers, and understanding and responding appropriately to their needs, is key to the success and sustainability of the College.

### Embracing change

We must all play a part in ensuring that the offer the College makes continues to be effective and relevant in meeting customer needs. This will involve changes to what we do and how we do it. We all need to play our part in embracing change.



# How we value our people

## Benefits

We offer all our employees a fantastic range of benefits to help you enjoy a great work-life balance, look after your wellbeing and plan for the future.

### A modern and welcoming working environment

We've made sure our office in a prime central London location is a destination people want to come and work in – it's open-plan and spacious, with areas for meetings, collaborative working and concentrated workspaces. We also have kitchen facilities well-stocked with plethora of teas and two very fancy coffee machines for everyone to use

There are lots of things going on when you come in too, including learning and development sessions with doctors talking about their work, tea and cake get-togethers, free massages monthly and monthly town hall meetings where staff can share updates and ask questions. We even have our own social committee and organise regular fun events, which are a great way for you to get to know your co-workers.

### Excellent pension scheme and life assurance

We like to help our staff save for the future and provide an excellent employer pension contribution. We also have a life assurance and personal accident policy which covers all employees up to four times their annual salary.

### Hybrid working

At the RCR we only hire great people, and we value being able to bring everyone together to bond, build great working relationships and

generate amazing and innovative ideas.

We embrace remote working, and our staff are able to work remotely for up to 60% of their working time, with 40% in the office. All staff are provided with a laptop to allow them to work remotely, along with equipment such as desks and chairs to make sure they're comfortable when working from home. Our offices are open throughout the working week though, and staff are always welcome to come in as often as they wish.

### Wellbeing support

We like to make sure everyone at the RCR is supported, both professionally and personally, so in addition to our excellent line managers and supportive HR team, we've invested in training a number of dedicated staff members passionate about mental Health as Mental Health First Aiders. We also provide an Employee Assistance Programme, that's has a 24/7 helpline so if you ever have any personal problems or concerns, there's always somewhere to turn for help and advice.

### Generous annual leave allowance

Working hard is important, but taking a break matters just as much. Everyone starts with a 25-day annual leave allowance per year and that increases with service too.

### Interest-free season ticket loan and cycle to work scheme

To make sure you're able to get into the office in the way that best suits you we offer all staff the option to take out an interest-free season ticket loan to help cover the cost of travelling, as well as a cycle to work scheme for those of us who like to be more active on their commute. If you





do choose to cycle in, we have somewhere safe to leave your bike and showers to use if you want to freshen up before work.

### Festive spirit

We know taking a break at the end of the year is important to our team. To ensure everyone gets a well-deserved rest to spend time with loved ones, we usually close our office between the Christmas and New Year period – gifting the extra days off to all staff, in addition to their usual annual leave.

### Making a real difference

In addition to all the great benefits we've listed above, we believe the main reason people want to join the RCR is because you also get to go to work knowing your role has an impact on the lives of doctors and patients.

## Equality and diversity

Every day, our colleagues are making a difference by helping to improve imaging and cancer care for all. This starts by having the best talent, and that is only possible with a diversity of thinking, diversity of background and experience, and diversity of skills.

Diversity means better ideas, better solutions and more innovation. It's why one of our key priorities is to ensure our workforce reflects the communities we serve.

We're committed to creating an inclusive workforce and working environment for us all to enjoy – where everyone is able to bring their whole self to work to create change and reach new heights of creativity.

You can find our equality, diversity and inclusion commitment [here](#) as well as our equality and diversity policy [here](#).



*Great purpose, great people, great working environment and clear direction of travel."*

## How to apply

The closing date for applications is 23:59 26 January 2025.

Please submit a CV and a covering letter (submitted as FIRST NAME LAST NAME, ROLE , CV/ CL) of no more than a page and half, together with a completed [Diversity Monitoring Form](#).

It is important that your covering letter includes a clear statement in support of your application, which demonstrates how you meet the essential (and, where applicable, desirable) criteria described in the table entitled 'the person'.

We expect you to meet the points listed under "other requirements" of the Person Specification as a pre-requisite for applying for this position. However, you are not required to address these points in your written statement. We will explore them further if your application is taken to the next stage(s) of the recruitment process.

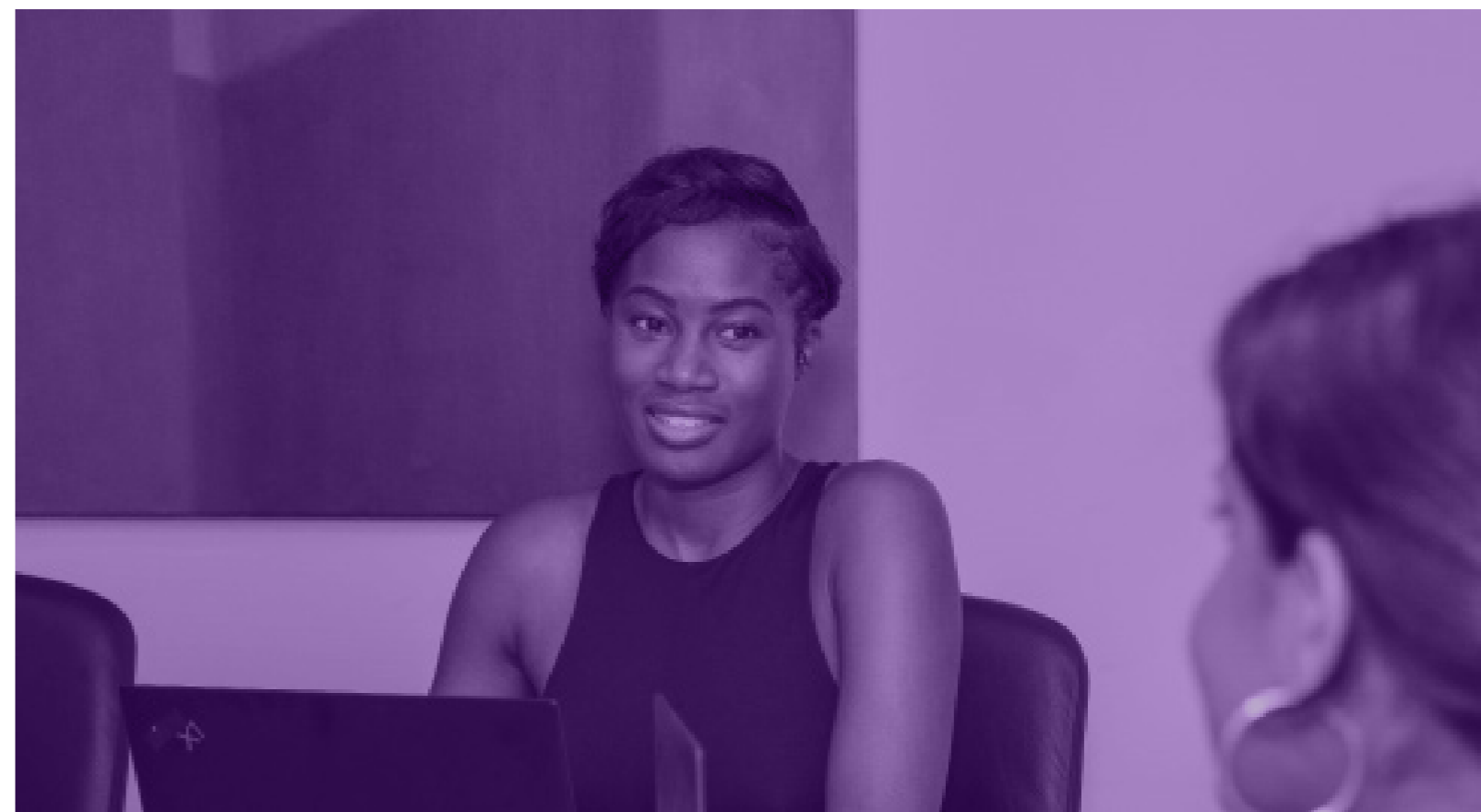
The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity [Values & strategy | The Royal College of Radiologists \(rcr.ac.uk\)](#)

Applications should be emailed to [jobs@rcr.ac.uk](mailto:jobs@rcr.ac.uk)

If you have not heard further from the RCR within a fortnight of the closing date, you should assume that you have not been shortlisted for interview on this occasion.

Shortlisted candidates will be invited to attend first stage interviews on 6 February 2025.

If you consider yourself to have a disability and require a hard copy pack or a different format, for example large print, please contact the HR team at [jobs@rcr.ac.uk](mailto:jobs@rcr.ac.uk)





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