

Marketing and Communications Manager

Job Title: Marketing and Communications Manager

Job Type: Fixed Term Contract (Maternity Cover for up to 12 months)

Hours: 28 hours per week (exact pattern to be agreed)

Department: Membership Engagement Team

Salary: £31,196.80 pro rata (based on FTE of £38,996)

Reports to: Head of Marketing

Location: Hybrid – FSRH London office (London Bridge) and home working.

Who we are:

The Faculty of Sexual and Reproductive Healthcare (FSRH) is the leader in the field of sexual and reproductive healthcare, and we are the voice for professionals working in this area. As a multi-disciplinary professional membership organisation, we set clinical guidance and standards, provide training and lifelong education, and champion safe and effective sexual and reproductive healthcare across the life course for all.

You can find out more at www.fsrh.org

Can you help us?

We're recruiting a Marketing and Communications Manager to support the development, implementation and management of innovative marketing campaigns to drive awareness, interest, and income across all areas of our work.

It's an exciting time to work at FSRH, as we've recently launched our 2023-26 strategic plan which outlines our focus for the next three years. To achieve this, we're looking at new ways to reach and engage our audiences – from GPs, nurses, and midwives to pharmacists and consultants, to ensure all service users have access to safe and effective sexual and reproductive health across the life course.

Working as part of a small, dynamic, and busy team, we're looking for a confident, results driven and proactive person to develop and manage effective marketing and communication activities across our suite of qualifications and training, events, and policy work.

The role:

Marketing management

- Supporting our Head of Marketing to develop cross-organisation marketing plans to help us achieve our member retention objectives and reach new audiences.
- Leading projects with our Members Services Team, Education and Training, and External Affairs teams to understand the market and customer need for our products and services.

Marketing activities

- Lead on the delivery of effective marketing plans for a range of audiences and outputs, including but not limited to our online and in-person events, qualifications, training and assessments, and clinical guidance, guidelines and standards.
- Write engaging copy for both online and offline marketing collateral – including news stories, blogs, email communications, print and digital adverts, and social media.
- Segment and tailor marketing communications for a range of audiences by professional role, membership type, and level of involvement with us.
- Manage regular email communications with our registered users (those who express an interest in us) and candidates (those currently learning with us) to support their journey towards becoming a member.
- Manage regular email communications with Faculty Trainers
- Develop and manage the marketing activities for our core member publication The British Medical Journal in Sexual and Reproductive Health (BMJ SRH)
- Proactively manage a content calendar to help keep track of our range of communications.
- Collaborate with our Digital Marketing Officer to repurpose content from our website and campaign publications for use on social media.
- Ensure all communications practices are GDPR compliant.

Marketing intelligence

- Support the Head of Marketing with desk-based research / activities to help us better understand and engage with newer audiences (e.g., physician associates, pharmacists).
- Monitor and report on the effectiveness of marketing campaigns, using a range of tools (e.g., Google Analytics, CRM reports, Google Data Studio), working closely with our Digital Content Manager and Data Manager.
- Proactively look at ways to improve the overall effectiveness of marketing campaigns, using data and insights to inform this.
- Track and monitor email campaign effectiveness and make recommendations for improvements, most notably during our annual member renewals campaign.

Brand management

- Champion our FSRH values, brand guidelines and style guide, supporting the Head of Marketing to keep our templates and materials up-to-date and implemented correctly.
- Support the development of event specific content for in-person and online events, and occasionally assist as an FSRH representative.
- Produce slides for our CEO / Officers where needed to help share information about FSRH's work.

General duties

- To feed into and support the improvement of processes and systems to support the continuous modernisation of the day-to-day operations of the Faculty.
- To stand in for members of the team as required.

You will have:

- **Attention to detail:** accomplishes tasks with thoroughness, accuracy and reliability.
- **Team working:** a committed team player who builds and develops appropriate relationships with colleagues, member and suppliers at all level of seniority.
- **Flexibility:** maintains effectiveness in a changing environment, with the ability to be flexible in approach to work without losing sight of key objectives.
- **Communication:** expresses ideas effectively and conveys information appropriately and accurately both verbally and in writing.
- **Resilience:** maintains performance under pressure and / or opposition.
- **Analysis:** examines data to grasp issues, draw conclusions and solve problems.

You will be:

- Educated to A Level standard or equivalent skills demonstrated
- Educated to Undergraduate degree level or equivalent skills and experience demonstrated

You will have:

- Experience of developing and delivering successful and multichannel marketing and communications plan
- Proven experience of using email marketing tools and segmenting communications to suit specific audiences.
- Experience of working across social media platforms and creating tailored content
- Experience of using data to understand audiences, measure the success of campaigns and improve effectiveness.
- Experience and understanding of GDPR and how it is applied in practice.
- Proven experience of working in a membership or education organisation
- Excellent copywriting skills for a variety of audiences on different communications channels, both online and offline
- Familiarity with tools such as Mailchimp, Hootsuite, website content management systems (CMS) and Google Analytics.
- Excellent Microsoft office skills with a knowledge of Office 365
- Strong and positive communication skills, both written and verbal
- Outstanding attention to detail and proof-reading abilities
- Willing to work flexibly to respond to changing priorities.
- Excellent time-management and prioritisation skills
- An interest in sexual and reproductive healthcare (SRH)

We will offer you:

We offer a range of benefits at FSRH to support staff wellbeing, including:

- 25 days holiday, with an additional 2 days leave after 2 years of service, and a further 3 days after 5 years.
- Birthday leave

- Flexible working culture
- Pension and life assurance scheme:
 - 10% employer contribution / 5% employee contribution after successful completion of probation. This also includes access to life assurance at 4x annual salary and an income protection scheme.
- Employee Assistance Programme (EAP)
- Employee discounts portal
- 'Free Lunch' Thursday (in office)
- Interest free season ticket travel loans
- Childcare vouchers or Tax Free Childcare
- Enhanced maternity, paternity, adoption, and neonatal pay
- Free eye tests
- Ongoing training and development
 - We want our staff to feel invested in and have the time and space to grow, learn and develop in their roles. We provide a range of learning and development opportunities, from webinars and conferences to bespoke training sessions.

To Apply

Full details of how to apply can be found on our website www.fsrh.org.

In order to fulfil this role, you should be resident in the UK with a valid right to work; we are unable to sponsor people requiring a work visa.

Please send your CV and covering letter to recruitment@fsrh.org

Deadline for applications is **17 June 2024**.

Interviews are likely to take place w/c **24 June 2024**.

We want you to have every opportunity to demonstrate your skills, ability and potential; please contact us if you require any assistance or adjustment so that we can help with making the application process work for you.

We value diversity, promote equality, and encourage applications from people of all backgrounds and are working hard to minimise unconscious bias.

