

Job description

Job title:	Head of Communications, Marketing & Digital
Type of employment:	Full-time, permanent
Location:	Hybrid, with some presence each week in the Central London office
Reporting to:	Chief Executive Officer
Direct reports:	4

Background

RCVS Knowledge is the charity partner of the Royal College of Veterinary Surgeons. Our mission is to advance the quality of veterinary care for the benefit of animals, the public, and society. We meet this mission by championing the use of an evidence-based approach to veterinary medicine and by fostering a culture of continuous quality improvement in practice.

We collaborate with veterinary professionals, veterinary educators and veterinary organisations to advance quality of care. We translate and disseminate the latest research and approaches from across the globe, making it easier to access and apply to day-to-day work. We foster approaches to shared learning, with training and tools to help veterinary teams integrate continuous improvement in the care that they provide.

Job purpose

This is an exciting and wide-ranging role for an experienced strategic and creative communications professional with expertise in developing digital-first communications and marketing strategies. You will be an experienced team leader, with an ability to bring together a team of multi-skilled communications and digital professions to deliver stand-out communications and marketing campaigns. You'll be curious about the needs and perspectives of different audience and stakeholder groups and will use your insights to develop effective ways to build our engagement and reach. As a member of the senior team, you will be as comfortable leading strategic discussions and developing campaigns as you are writing copy or commissioning website changes.

Key responsibilities

- Lead the development and implementation of RCVS Knowledge's communications and marketing strategy
- Develop the organisation's story-telling ability to connect our work with all key stakeholders and audiences, leading the delivery of campaigns to effect change
- Identify new opportunities to achieve organisational objectives, especially through the utilisation of digital communications and marketing
- Ensure that communications are developed and designed to maximise opportunities for proactive fundraising and other sources of income generation
- Act as a brand guardian, ensuring effective positioning and reputation management

Other responsibilities

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- Oversee all communications and marketing activity, including content creation, brand management, website design and development, social media management, marketing plans, online and offline promotional materials, event management and media opportunities
- Manage the brand to ensure consistent communication of the organisation's mission and values across all channels, ensuring the integrity of the brand is maintained at all times
- Drive and evaluate the strategic development and implementation of our websites and digital channels to ensure maximum engagement, effectiveness, accessibility and value

- Produce segmentation of key stakeholder groups and identify their needs in order to develop tailored messaging
- Lead the co-ordination and production of the Annual Report
- Identify opportunities to test and implement new ideas, tools and approaches that grow our reach, brand awareness and income
- Work closely with agencies, where appropriate, to ensure consistently high-quality output and value for money
- Ensure all communications marketing activity is analysed to measure effectiveness and optimise return on investment, delivering against KPIs
- Develop communications to key audiences to drive income generation

People and management

- Lead and develop the communications, marketing & digital team, creating a high-performing culture to ensure the successful delivery of team objectives
- Support the professional development of the team through informal and formal opportunities
- Contribute actively to the overall strategic development and performance of RCVS Knowledge as an organisation through being part of the senior team
- Prepare regular management information reports on communications and marketing activity for the Chief Executive Officer and Trustees
- Build a network of relationships within the veterinary and charity sectors to ensure RCVS Knowledge is at the forefront of industry developments and best-practice in communications, marketing and digital
- Oversee the communications, marketing & digital budget, ensuring spend is within budget and accurately recorded

Required skills, knowledge & experience

- A strategic and hands-on communications leader, with substantial experience of developing and implementing creative, high-impact integrated communications and marketing strategies across multiple channels
- Significant professional experience across the full range of communications, including content creation, marketing, digital (including websites, video and podcasts), social media, and events
- A track record of effective leadership and line management of teams delivering high-quality communications
- Experience of embedding digital communications and marketing strategies within an organisation and leading on website developments
- Excellent writing and story-telling skills, with a track record of crafting and editing compelling content to a high standard
- Experience of developing creative content campaigns across multiple channels to drive social change
- Experience of managing suppliers and agencies, including creative and digital/technical suppliers, ensuring high quality of work, deliverables and value for money
- A passion for innovative approaches to engaging audiences in line with changing trends and audience insights
- Outstanding verbal and written communication skills and ability to adapt tone and approach for different stakeholders
- Experience of liaising with the media, with the ability to secure national and local coverage
- Ability to work under pressure, manage multiple projects and meet deadlines
- Experience of managing or monitoring budgets
- A good understanding of analytics and impact measurement methodologies and how to articulate impact at both a campaign and organisational level
- Experience of managing stakeholder relationships at both a strategic and project level

- Excellent interpersonal skills including relationship building, influencing and negotiating with a wide range of people, using tact and diplomacy
- A 'can-do' and flexible approach with the ability adapt to changing priorities
- A strong commitment to the principles of equality, diversity and inclusion
- Excellent IT skills including use of Microsoft Office Outlook, Word, Excel, PowerPoint and use of website content management systems.

Desirable skills, knowledge & experience

- Experience leading the communications, marketing and/or digital functions of a small/medium-sized organisation, or evidence of how you would apply skills learnt in a different context to a charity of c20 staff
- Experience of developing communications that support fund-raising and income-generation
- Knowledge of the veterinary sector or experience of related sectors such as healthcare and clinical research is an advantage; however, more important is an ability and commitment to rapidly learn about the veterinary professions and gain an understanding of the needs and perspectives of different stakeholders in the sector