

Job Description

Job title:	Marketing Manager
Reports to:	Head of Membership and Engagement
Accountable to:	Chief Executive Officer
Type of contract:	Permanent
Hours:	35 hours pw, hybrid working with 1-2 days per week in the London office
Salary:	Grade F (£39,000 – £45,000 dependent on experience)

Purpose and scope:

The British Cardiovascular Society (BCS) is a membership organisation with charitable status. The BCS represents a diverse group of members that span the cardiovascular profession, covering specialist areas of shared and common interest, where the majority of members are either consultant or trainee cardiologists. The BCS plans to grow its numbers of members, through reaching new audiences and increasing income generation. The BCS also aims to improving its society recognition, increase uptake upon its broad education portfolio, and improve overall member engagement.

The post holder is accountable for marketing across the organisation, primarily for the Education and Membership Departments, and will work closely with the Head of Membership and Engagement, and the Head of Education to develop high quality marketing and communications plans, and ensure all relevant workstreams and projects are marketed accordingly. The post holder will work to build and maintain the BCS social media presence across multiple channels, and will develop valuable content assets to use across multiple channels and communications.

The post holder is also responsible for the internal member communications and will work closely with multiple key officers to ensure member communications are led, developed, and dispersed. This includes ensuring website content is updated, relevant and accurate.

Key duties and responsibilities:

The role requires the position-holder to carry out tasks related to the following;

Marketing

- Working with the Head of Membership and Engagement to develop a BCS Membership Marketing strategy and develop membership engagement plan(s) through digital platforms including our website and social platforms with the target of increased traffic, awareness, and membership recruitment.

- Lead and give strategic marketing direction to the wider society teams, taking responsibility for all marketing activities within the role, to ensure consistent messaging.
- Delivering effective, data-led strategies to significantly grow the society's membership numbers and income.
- Manage the society's marketing annual timeline, implementing a rolling digital plan targeted around growth and engagement of BCS membership ensuring all digital content efforts are prepared, and delivered in a timely manner.
- Identify cost effective communications and marketing tools, to make the best use of small marketing budget.
- Implement internal communications, brand marketing, advertising, campaigns, direct marketing, digital and social media and production of materials.
- Work closely with and report to the BCS (member) officers such as the Vice President of Digital, Communications & Marketing, the Vice President of Education and the Honorary Secretary.
- Working closely with the Head of Education and Education Manager to grow the BCS brand awareness and attendance at our BCS education courses, the BCS annual conference and the Digital Knowledge Hub.
- Develop and utilise competitor analysis to feed into decision-making about the development of new courses.
- Working with basic design software and tools to design and produce creative content and marketing activities that are appropriately targeted and personalised to audiences.
- Support the development of high-quality and brand-consistent print and digital assets to support events and projects, working with external agencies where necessary.
- Create appropriate content for a variety of uses including website, social media presence and email circulars.
- Report on all marketing and campaign activity, and make recommendations for future campaigns.

Social Media

- Work to build and maintain the BCS social media presence across multiple channels, including X and LinkedIn.
- Develop content creation for all social media channels, including exploring new social media streams to increase membership and education attendance.

- Drafting social media messaging and assisting with running paid social media campaigns.
- Responsible for the tracking of campaign success, using data informed approaches to make future decisions around digital marketing targeting.

Website

- Ensuring that website content is regularly reviewed and up-to-date, overseeing implementation of edits and the annual content review cycle.
- Updating staff style/brand guidelines and staff owners maps, and subsequently ensuring that our brand guidelines are embedded in all marketing and communications.
- Utilising data informed approaches to understand website visitor tracking.
- Implementing various digital engagement tactics to encourage new visitors to website and track engagement, such as SEO, PPC and paid digital advertising.

Communications

- Develop a robust member communication plan, in line with the wider strategy, ensuring timely and informative member communications.
- Responsible for member communications, ensure all member communications communicate activities, impact and of high quality in line with key messaging principles.
- Responsible for internal digital design content which supports our communications.
- Promote equality and diversity by ensuring our communications are accessible and representative of a diverse range of people.

Other Responsibilities

- Any other duties as may be reasonably expected, and which are commensurate with the level of the post.
- Adhere and comply with the provisions of the BCS's Health and Safety Policy.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities.
- Undertake all duties and responsibilities in compliance with GDPR and according to the limitations identified in the Society's data register.
- Able to travel in the UK away from home a few times a year including the BCS annual conference in June which all BCS staff are required to attend.

Personal Specification:

Qualifications and Education		Application	Interview
Essential	Educated to an A-level standard or equivalent	X	.
	5 GCSE or equivalent, including Maths and English	X	.
	Qualification within a relevant field such as Marketing, Content/Digital Design or Communications	X	.
Desirable	University degree	X	.
Knowledge and Experience			
	Minimum of 3 years experience working within the digital marketing field	X	.
Essential	Experience developing marketing campaigns covering all aspects of digital marketing related to google ad campaigns, SEO, PPC and paid digital advertising	X	X
	Experience creating digital content and awareness of graphic design principles and familiarity with Illustrator, Photoshop, InDesign or other imaging / graphic design software	X	X
	Experience of operating multi-channel marketing	X	X
	Professional use of social media to achieve marketing and communications objectives	X	X
	Understanding and proven professional experience of tracking campaign data, conversion rates and developing retargeting strategies	X	X
	Improving brand awareness, plan projects around lead generation and conversion goals	X	X
	Experience of working autonomously and driving activities using own initiative	X	X
	Experience of managing a breadth of work and prioritising competing work	X	X
	Experience of partnership and stakeholder engagement, including working with design agencies	X	X
Desirable	Experience in using a CRM system, manipulating data and managing online services	X	.
	Experience of working with the medical profession or for a third sector or charitable organisation	X	.
Skills, Abilities, and Competencies			
	Ability to think outside the box and create unique, innovative and captivating content that engages and impacts members	X	X
	Ability to produce high quality written reports for	X	X

Essential	internal management purposes		
	Strong written and verbal communication skills	X	X
	Excellent software skills, in particular Office365, Teams, content development software packages	X	X
	Experience and understanding of budget management	X	X
	Excellent time management and prioritisation skills	X	X
	Strong team working and interpersonal skills in order to interact with a range of internal and external stakeholders	X	X
	Able to foresee potential issues and problems and takes action to address them in good time	X	X
	Respects confidentiality and acts with integrity at all times, particularly when the recipient of confidential information	X	X
	Ability to remain professional and positive under pressure	X	X
	Able to work flexibly and respond quickly to changing needs with an ability to move	X	X
	Outstanding attention to detail and proof-reading abilities	X	X
	Resilience, flexibility, and ability to cope with pressure, a demanding workload, and rapid change	X	X
	Able to travel in the UK away from home a few times a year including the BCS annual conference in June which all BCS staff are required to attend	.	X
	Knowledge of UK GDPR laws and Equality and Diversity importance	.	X

Terms and Conditions

The position is hybrid: normally 2 days a week will be office based and 3 days a week will be remote; the post holder will be required to attend the office more frequently to support external meetings when necessary.

Annual Leave

Your annual holiday entitlement is 25 days pro-rata to the entitlement for full-time employees in the complete holiday year.

Other Benefits (currently under review)

- Hybrid / flexible working (Office is based in Fitzroy Square, London)
- Pension scheme (defined contribution) with employers contribution of 7% (full time)
- Death in Service Benefit (3 x salary)
- Access to Employee Perks Scheme (through Perkbox)
- Employment Assistance Programme
- Season ticket loan (following probation)
- Free tea/coffee when office based
- Paid for Xmas party
- Individual learning and development needs review.