

<b>Marketing and engagement executive, Engagement team</b>			
<b>Based</b>	Hybrid	<b>Travel</b>	Travel will be required when attending external events
<b>Reports</b>	None	<b>Reports to</b>	Marketing manager
<b>Seniority</b>	The role is part of a team of marketing executives	<b>Hours</b>	Full time, 35 hours p/w, Monday to Friday based on standard office hours 9am-5pm
<b>Key areas of influence</b>	<p>The role will support the team on developing and delivering our outreach programme of events as well as expanding our internal membership events to reach new audiences and enhance member engagement.</p> <p>The individual provides an account manager role to support the RSM's Senior Fellows Forum (SFF) in the co-ordination, planning and delivery of the SFF's annual programme of events, and works closely with the committee to grow membership.</p> <p>The role also works as part of a team to deliver income to the business through maximising the volume of participants booking onto education programmes, acquiring new members and ensuring that members make use of their benefits.</p>		
<b>Key contacts</b>	<p><b>Internal:</b></p> <p>The role will work closely with the commercial services team to identify opportunities for engagement events and in planning and delivering activity.</p> <p>Marketing executives will work closely with RSM education teams (programme managers and event executives) to ensure that the events are marketed in a timely manner with up-to-date information.</p> <p>They will also work with a combination of other teams to promote membership – usually senior people in areas such as the library, club and membership teams.</p> <p>They will also liaise with other colleagues to assist in developing the communication materials and online activity – for example designers, website digital manager and colleagues in the RSM communications and sponsorship teams.</p>		

	<p><b>External:</b> Marketing executives will work with volunteers who work on section councils, who are usually senior medical professionals, responsible for creating the education event and associated content (known as meeting organisers).</p> <p>They may also liaise with people on section councils to help inform and report on marketing activity and performance. They will also develop and nurture relationships with external organisations to help promote our education conferences, and sales of memberships.</p> <p>This role will work closely with the committee of the senior fellows forum, acting as the main point of contact as their account manager, to ensure smooth running of their engagement programme and committee business.</p>
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**Facts and figures**

The role is important in helping us to maintain the credibility and reputation of the RSM.

It also requires an individual to access and manage personal & confidential data for members and prospects.

The marketing executive role will also act as an ambassador for the organisation in their dealings with various external stakeholders.

**Key outcomes (role purpose)**

A marketing executive will take responsibility to deliver against specific targets – whether that’s achieving the budgeted volume of registrants and financial targets for conferences, the acquisition targets for new membership sales, members usage of their benefits, or budgeted renewal rates.

**Key objectives (role responsibilities)**

- The balance of activity across these areas will fluctuate according to business objectives and focus:
- 1. Engagement event creation and planning:**
    - Identify opportunities for member engagement events to support the retention programme
    - Plan and scope each event
    - Arrange speakers, book venues and manage logistics
    - Assemble marketing materials
    - Attend each event and oversee arrangements
    - Report on how the event performed and identify any learnings
  - 2. Marketing events and education programmes:**
    - Collaborate with the education team to agree a brief for each event
    - Provide market insight to advise on content, positioning, and pricing
    - Ensure that all required information is supplied
    - Create and update event and section webpages with motivating and accurate copy
    - Create a plan of activity to market the event
    - Create the communications. The ME will write the copy and seek input from the design team to create the designs, or use existing templates

- Ensure comms are created and undertaken in a timely and accurate manner
- Use the CRM platform and database to select appropriate and targeted audiences
- Review performance and adjust plans if required
- Report on progress and success of activity, including any learnings

**3. Senior fellows forum event planning, marketing and delivery:**

- Work in close liaison with the SFF to develop, promote and deliver their event programme
- Monitor financials for events and activity in line with targets highlighting concerns where appropriate
- Meet regularly with the SFF staff team to plan ahead and ensure activity is on track
- Attend event planning and committee meetings where required
- Attend internal SFF events, creating a strong presence on the day and ensuring arrangements are running smoothly

**4. Marketing and promote membership:**

- Be responsible to deliver specific aspects of the activity plan – examples of activities include email marketing, PPC & social media channels, sourcing new data, and managing partnerships with external organisations and affinity partners
- Create the communications. The ME will write the copy and seek input from the design team to create the designs
- Ensure comms are created and sent in a timely and accurate manner
- Review performance and adjust plans if required
- Report on progress and success of activity

**Person spec - key competencies**

- Communication - excellent communication skills and the ability to liaise with staff at all levels
- Organised – able to manage various tasks and be able to prioritise their workload, able to work under own initiative
- Influencing – able to share knowledge with stakeholders and ensure that they are kept informed and confident in the delivery of activities
- Assertive - a pleasant disposition displaying tact and diplomacy when dealing with sensitive or contentious issues, assertive and confident
- Customer service - well-developed customer service skills, professional and helpful approach to answering queries
- Creative – be curious and seek new ways to deliver and achieve objectives
- Accurate – demonstrate attention to detail to ensure that activity is accurate and up to date
- Analytical – be able to review and report on performance to seek insights and improvements

**Person spec**

**Personal attributes, knowledge, experience & qualifications - essential**

Strong copy writing skills. Must be able to demonstrate an experience for writing motivating, concise and accurate copy

Experience of using an email platform and CRM/database to select appropriate audiences

Proven effective experience of coordination and running of events, with in person and digital events experience

Experience managing a number of projects concurrently and coordinating activity with various stakeholders

### **Person spec**

#### **Personal attributes, knowledge, experience & qualifications - desirable**

Ideally have a marketing related degree or related higher education qualification.

Experience of working in a membership organisation or in a healthcare related background would be advantageous

Experience of production of management reports, drafting budgets and monitoring and keeping expenditure to within budgets

Knowledge of the importance and content of GDPR regulations, and how data protection relates to marketing activity

### **Organisational values & behaviours**

#### **The following generic statements are included in all RSM job profiles.**

The post holder must always when conducting responsibilities and interacting with others:

- a) Uphold the RSM values. Specifically treating others with RESPECT, INVESTING in people to help them develop and grow, striving to continuously IMPROVE what we do by setting ourselves and others stretching objectives and measuring outcomes, LISTENING to colleagues, customers and COLLABORATING to achieve more new ideas, DELIVERING our intentions.
- b) Adhere to the Society's Health and Safety regulations and ensure the safety of oneself and others engaged in the RSM premises and work by reporting hazards to a senior manager for address or taking actions (where possible) to remove safety hazards.
- c) Adhere to the Society's GDPR regulations and only use data as required to undertake their role and handle it in an appropriate and confidential manner.
- d) Fully subscribe to the spirit of and adhere to the Society's people policies the RSM's Code of Conduct.