The Royal Society of Medicine

Market Insights and Research Manager

Job Pack

2024
Welcome

Thank you for your interest in becoming our new Market Insights and Research Manager

The Royal Society of Medicine is a charity with a mission to share learning and support innovation across all areas of healthcare. We are a leading provider of continuing learning for healthcare professionals and a membership organisation.

Our strategy launched in 2021 “Better Healthcare for Better Lives” sets out four key pillars of our work. These are:

- **Education**: delivering multi-disciplinary, specialist and general education as well as professional development;
- **Learning Resources**: providing excellent healthcare resources;
- **Networks**: connecting those involved in and interested in healthcare; and
- **Innovation**: leveraging expertise across the RSM to help and inspire innovators.

Building on the RSM’s long history of delivering specialist and generalist education, we are transforming our offer to suit the flexible needs of the next generation of healthcare professionals. Working with our faculty of around 1,000 volunteers who represent 55 specialty areas, we are engaging with partners to deliver a range of educational packages that are useful and used across the career pathway.

The library at the RSM holds extensive clinical and research material and it is a gateway to a wealth of digital resources, online courses, webinars and tutorials. Traditionally a paper-based resource, it is now transitioning into an online information service, providing support for literature searches and information skills training, as well as a fascinating archive collection.

With a staff of around 150 people, the RSM is based at 1 Wimpole Street, London. Our building houses education and conferencing facilities, a library and members’ facilities including a 47 bedroom hotel (Domus Medica), a restaurant, bar and meeting rooms as well as staff offices.

We are all looking forward to working with our new Market Insights and Research Manager.

Michele Acton
CEO

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About us

Established in 1805 as the Medical and Chirurgical Society, the Royal Society of Medicine has a long and rich history as a cross-specialty society sharing medical and healthcare knowledge.

In the academic year 2022/23, the RSM hosted:

- **290 events**
  - **72** in-person
  - **101** hybrid
  - **117** online

- **40,413 participant registrations**

“Very well organised. The content was informative and has increased my understanding of the subject. It will inform my client practice.”

“Really thought-provoking questions from the crowd. The cases selected were very engaging and delivered in an interesting way. The social networking event afterwards was really well run, with well-considered food options for those with allergies and gluten free requirements. Would definitely attend again.”
Main responsibilities of the role

The role is fundamental to the delivery of the RSM’s objectives in relation to its membership, education and other key strategies. In addition, the post holder will play an important role in the development and on-going delivery of the membership value proposition as well as achievement of key performance indicators for membership growth. As part of this, it will support the continued development and implementation of marketing communications strategies. The role will be key in informing planning of other initiatives across the portfolio of RSM activities.

Key Outcomes (Role Purpose)

- Responsibility for a market insights and research strategy as well as an agreed set of priorities, focused on:
- Analysing the current research and data of the RSM to provide insights and business intelligence that help make strategic recommendations
- Creating specific, customisable reports that ensure the ongoing delivery of these insights
- Addressing specific questions on market insights to help identify opportunities and activities that can best drive organisational performance and support the RSM’s strategic objectives
- Making recommendations and putting in place mechanisms to address gaps and future data/research requirements

Key Objectives (Role Responsibilities)

- Design and deliver a market research, insights and intelligence function to deepen the RSM’s understanding of its members, prospects and other key audiences to guide specific strategies and inform our marketing communications
- Create a research programme to answer critical questions about the RSM’s brand, membership offer and drivers of audience perception and behaviour
- Analyse audience data and draw out insights and trends to inform planning across the portfolio
- Lead research projects to support the breadth of the RSM’s offer, addressing key questions to support the Society’s strategic objectives
- Ensure evaluation tracking and monitoring tools are in place for business KPIs; effectively feeding into on-going and milestone activities to improve performance and strategic outcomes
- Co-ordinate data gathering and insight across the RSM and provide regular reporting
- Drive and role-model a culture of curiosity, insight generation, and critical thinking to support evidence-based and data-driven decision making
- Keep abreast of emerging external trends and identify actionable insights from market studies, industry data and competitor reports, ensuring intelligence is shared and utilised
- Undertake horizon scanning for opportunities and threats that could impact on the RSM’s overall strategy as well as its supporting strategies
- Commission additional research when required, including third party agencies

Role title: Market Insights and Research Manager
Relationships: Director of Engagement
Location: 1 Wimpole Street, London W1 with some remote-working
Salary: £38,556 - £47,124
Person Specification

Essential criteria include the following

- Significant experience of sourcing, collating, integrating and presenting data and research from standard reporting tools and platforms, supporting multiple teams with reporting requirements
- Demonstrable experience in providing expert advice, guidance and recommendations based on market insights and analytics
- Demonstrable experience in coaching others to use market insights and analytics to improve business performance
- Experience in managing and commissioning market insight and research projects and initiatives
- Strong problem-solving skills, taking a structured, hypothesis driven approach
- Distils complex information and analysis into cogent and persuasive presentations to influence decision-makers
- Consults widely with staff and other stakeholders to understand current and future business needs for market insights and analytics
- Ensures consistent application of agreed data collection standards, templates and processes
- Provides expert advice, support and challenge on market insights and analytics to staff and other stakeholders
- Demonstrates strong communication skills - both verbal and written with good inter-personal skills for stakeholder management
- Demonstrates resilience and sound judgment in dealing with business and corporate challenges and change

• Technical expertise in: Microsoft Dynamics CRM; Power BI business reporting functionality; Google Analytics; Click Dimensions email platform; Zoom data analysis capability; Umbraco data analysis capability; Microsoft Office suite

Desirable criteria include the following

- Commercially minded with a track record in a sales environment
- Experience of working in a membership organisation or a healthcare related background would be advantageous

Benefits:

- Non contributory pension
- Life Assurance
- 25 days Paid leave (3 days between Christmas and New year included) plus Public Holidays
- Staff Wellbeing package including flu jabs, eye tests and employee assistance programme
- Staff discounts platform
- Cycle to work scheme.
How to apply

Please send a CV and covering letter setting out how you meet the criteria of the person specification.

Applications and informal enquiries should be sent by email to recruitment@rsm.ac.uk with RSM044 in the subject line.

The deadline for applications is 9.00am on Monday 5 August 2024.

Interviews will be held week commencing Monday 12 August 2024