

Interim Head of Communications and Marketing

Directorate: Membership, Media and Development
Reports to: Interim Director of Membership, Media and Development
No. of Direct Reports: 2
Band: D

1.1 Job purpose

The Interim Head of Communications and Marketing will lead the operational planning, management and development of the College's communications and marketing functions.

The role will ensure that the College's marketing and communications activity has clear objectives, is based on audience insight and is evaluated against defined metrics.

This role is pivotal in shaping and articulating the College's overarching narrative, integrating messages from across all workstreams into a compelling and engaging story that enhances understanding and raises the profile of the College and its products and services with internal and external audiences.

Working within a small communications team, this role will work with colleagues and clinical representatives to ensure all activity supports the College's organisational strategy and values. The role requires balancing a marketing mindset with an understanding of the needs and expectations of our membership, ensuring our communications remain relevant, trusted and member focused.

1.2 Key tasks and responsibilities

Marketing and Communications

- Contribute to the development of the marketing and communications strategy that has clear objectives, is based on stakeholder research and insight, has a credible operational plan for delivery and clear evaluation metrics
- Lead the planning and delivery of proactive and responsive marketing and communications across all channels – earned, owned and paid
- Lead the development and cascade of messages and engagement across the College's communications channels, ensuring strategic alignment and consistency
- Oversee all marketing and communications activities for both internal and external audiences, working collaboratively with teams across all directorates
- Project and protect the RCoA brand, ensuring consistent and appropriate application of key messages and visual identity
- Identify and manage reputational risks, advising on and enacting mitigation strategies
- Oversee media relations, including the development and delivery of press releases, articles, opinion pieces and speeches
- Drive awareness and growth of College products and services through effective promotion
- Lead on all aspects of corporate communications, ensuring high standards of quality, timeliness and professionalism
- Evaluate and report on key communications and marketing channels and projects

Membership, Media and Development Leadership Team

- Be a proactive and collaborative member of the directorate, embodying the College's values and leading by example
- Work collaboratively with the Interim Director and the two other senior team leaders in the directorate, in support of shared objectives
- Monitor and report key performance indicators against strategic and operational objectives to inform decisions and future plans
- Negotiate and manage contracts as appropriate to deliver value for money and superior service
- Ensure compliance with data protection legislation

Senior Management Team

- Prepare papers, reports and advice for College Boards, Trustees and Council as required
- Contribute to development and review of College policies
- Support on commercial development and opportunities for promotion, including contribution to competitor analysis, assessments of best practice, and future opportunities
- Contribute to process improvement, both within the Marketing and Communications Team and within other College teams
- Represent the College on specified inter-Collegiate and appropriate stakeholder meetings

Financial and Asset Management

- Manage the team and project budget(s) for the Marketing and Communications Team

People Management, Relationships, Collaboration and Team Working

- Provide direction, support and constructive feedback for team members through regular 1:1 meetings
- Conduct appraisals with team members setting SMART objectives aligned to the directorate and team strategy
- Encourage and support team members' personal development
- Build a collaborative, mutually supportive and high performing team
- Manage underperformance effectively through open, transparent and consistent processes

1.3 Qualifications, skills, knowledge and experience

- Leadership and management experience within a similar role and/or organisation
- Experience of developing and implementing insight-led, multi-channel comms and marketing plans
- Experience in managing corporate communications, including media relations
- Experience in overseeing digital communications, including website content, email marketing, social media strategy and use of analytics to drive engagement
- Experience in negotiating and managing contracts and service-level agreements
- Experience of brand management and ensuring consistent application of visual identity and tone of voice
- Experience managing budgets and implementing continuous improvement in systems, processes and workflows
- Highly organised, with the ability to manage multiple projects and competing deadlines without compromising quality or attention to detail
- Excellent verbal and written communication skills, with the ability to craft clear, persuasive content for different audiences and channels

- Strong analytical and problem-solving skills; able to evaluate effectiveness and make data-driven decisions
- Excellent interpersonal skills, with the ability to influence, negotiate, and build positive relationships at all levels
- A commitment to high standards of customer care and upholding the College's values and charitable objectives
- Educated to degree level, or equivalent experience

Signature:

Name:

Date: