

## JOB DESCRIPTION

<b>1. JOB DETAILS</b>	
Job Title:	<b>Marketing Manager, Faculty of Clinical Informatics (FCI)</b>
Reports to:	Business Manager, FCI
Date:	October 2021
Grade:	D (£39,576)
Period	Permanent post

## **2. JOB PURPOSE**

Increase engagement and support Faculty growth through building and developing effective communications and marketing of the Faculty across multiple channels, including email, website, social media and events.

## **3. DIMENSIONS**

1. Development and management of a marketing communications strategy
2. Leadership and development of a digital marketing function
3. Market analysis

## **4. KEY RESULT AREAS**

### **1. Development and management of a marketing communications strategy**

- Develop a marketing communications strategy and plan to support the objectives and activities in the Faculty business plan. Update the plan on an annual basis in line with the business plan.
- Implement the marketing communications strategy for the FCI, mapping all stakeholders and ensuring relevant marketing campaigns are targeted to each category at the appropriate time, through the appropriate media.
- Work with colleagues to identify relevant methods for sharing messages/collateral with our chosen audiences and channels, building new ideas and re-usable content.
- Act as a conduit between FCI and Federation of Informatics Professional (FedIP) membership body communications and marketing colleagues and collaborate with them on marketing and communications campaigns.
- Support colleagues to develop marketing communications plans for individual projects or strategies for membership recruitment.

## 2. Leadership and development of a digital marketing function

- Ensure the website content is maintained and updated accurately and regularly
- Manage the FCI social media accounts and discussion forums, arranging the posting of relevant articles and messages, and responding to comments
- Develop and manage FCI advertising campaigns
- Increase the reach and status of the FCI through an active and targeted online presence
- Measure performance of digital marketing efforts using a variety of analytics tools, including Google Analytics
- Have an understanding of relevant factors in improving the FCI website's Search Engine Optimisation (SEO) status and develop and implement actions to drive improvements
- Evaluate the user experience of the online customer journey and use this to recommend improvements to the website and Faculty internal systems
- Evolve the current usage types and levels of digital material to a more sophisticated and wide ranging portfolio which is able to reach and influence a broader market audience
- Develop digital marketing processes for the Faculty as the marketing capability develops

## 3. Market analysis

- Develop insights into the market, competitors and customers and use this to inform the marketing and communications strategy and campaigns.
- Test, measure and analyse what marketing activities work well and what don't and adjust activities accordingly.
- Support the development of a pricing strategy for the Faculty.

## 5. KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

### Qualifications

- Educated to degree level
- A relevant marketing or business qualification is desirable

### Experience

- Experience of the needs of a professional membership services organisation, ideally within a public sector facing organisation
- Experience of working in a communications and/or marketing role and a broad demonstrable opinion of how to grow and develop these areas
- Digital copywriting, editing and proofreading, including submissions from others
- Experience of using email campaign software, web CMS and social media platforms
- Working to strict deadlines and managing production/publishing processes
- Monitoring and evaluating communication campaign impact

- Set up and use of online meeting facilities, such as MS Teams, Zoom
- Broad knowledge of the UK health and / or social care services and current issues affecting them (desirable)

### **Knowledge / Skills**

- An understanding of the marketing and communications disciplines
- Social media planning and development, with skills in Search Engine optimisation (SEO)
- Digital content development and an interest in creative idea generation
- Google analytics

### **Personal Qualities**

- Demonstrate a strong commitment to our organisation, its strategic objectives and purpose.
- Resourceful, practical and results oriented.
- Innovative and strives for continuous improvement of services and processes
- Exhibit positive relationship building abilities and be comfortable in external party facing scenarios
- Clear and articulate communicator in person, in writing and by phone
- Ability to foster and promote a collaborative team environment
- Good time management and prioritisation of own workload
- Being flexible to respond to changing priorities and environments
- Excellent attention to detail

## **6. COMMUNICATIONS AND WORKING RELATIONSHIPS**

### **Faculty of Clinical Informatics**

- FCI Business Manager and staff team
- FCI Executive Team members
- FCI Trustee Board and Council members
- Standing Committee Chairs and members
- Special Interest Group Chairs and members
- FCI membership and fellowship

### **External**

- Health Education England Digital Readiness Programme team members
- Communications and marketing teams of other Royal Colleges, Faculties, professional and regulatory bodies
- Federation for Informatics Professionals (Fed-IP) management team members
- Digital Health, including the CCIO and CIO networks
- Department of Health and Arms Length Bodies, such as NHS England, NHS X and NHS Digital
- Sponsors
- Event organisers

*All post holders are expected to adhere to GDPR and ensure that they handle data in a manner that is compliant with the regulations.*