

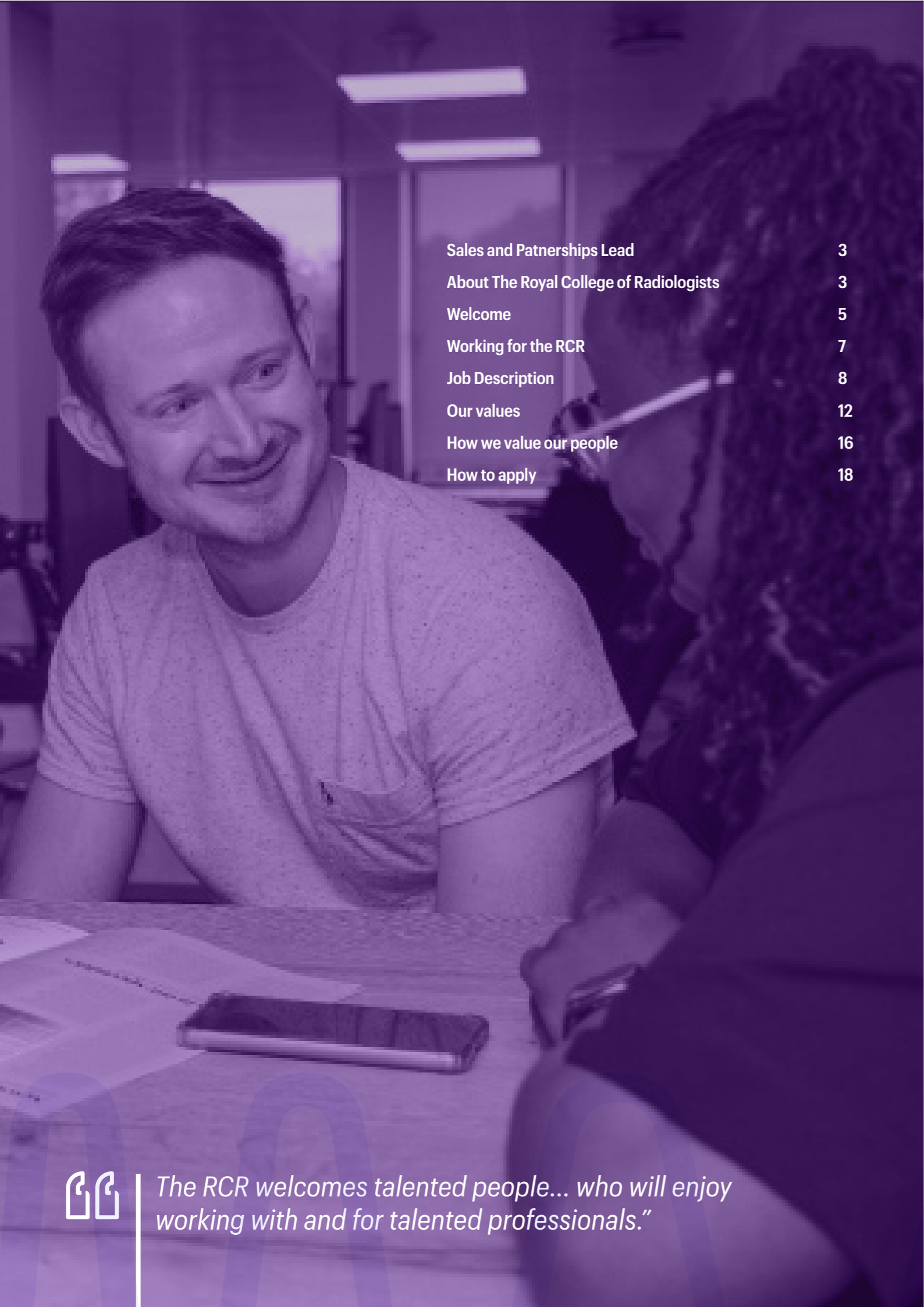


# The Royal College of Radiologists

Sales and Partnerships Lead  
Candidate pack



The Royal College of Radiologists



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The RCR welcomes talented people... who will enjoy working with and for talented professionals."

# Sales and Partnerships Lead

Salary:	On Target Earnings (OTE) £53,024 per annum (£37,655 basic pay), plus excellent benefits
Location:	Central London, with flexible working
Hours:	Full-time/35 hours per week
Contractual status:	Permanent
Closing date for applications:	23:59 5 May 2025
Interview date:	Shortlist interviews are scheduled for 9 May 2025 and selection interviews are scheduled for 16 May 2025 and will take place on site at our central London office.

## About The Royal College of Radiologists

Are you interested in making a real difference in the healthcare sector to improve imaging and cancer care for all?

At The Royal College of Radiologists (RCR), we're the leading professional membership body for clinical radiologists and clinical oncologists and a registered charity who educate and support doctors throughout their career. With over 14,000 members in the UK and internationally, together we're contributing to the advancement of each new generation of doctors and helping to improve patients' lives.

We require a broad range of skills and experience to deliver our strategic goal of increasing the clinical radiology and clinical oncology workforce, which will ultimately lead to improving imaging and cancer care services for all.

If you're inspired by our **strategy** and **values**, and are passionate about helping us meet our ambitious goals in an environment that celebrates differences, values diversity and recognises that everyone here plays a role in the success of the College, then we encourage you to consider a career at the RCR.



# Welcome

Thank you for your interest in working with the RCR. I hope that you will find the information in this Candidate Pack useful, in addition to the content on our website: [www.rcr.ac.uk](http://www.rcr.ac.uk)

The last few years at the RCR have seen much growth and development. We have improved the range and quality of the services and support offered to our membership. We have grown the external profile of the RCR's work and increased awareness of the value of our medical specialities to patients and the public. We have created life-saving guidance and expanded our work globally to many different countries. We've revised how we train and examine our doctors to ensure they continue to be the best in the world, plus much, much more. We are ambitious to continue this success and build into the future.

Our Strategic Priorities from 2019 are:

## Workforce

Support excellent, safe patient care by working collaboratively on team-wide standards across imaging and oncology. Define our doctors' professional needs for the future and shape sustainable workforce models for our patients and our specialties to realise them.

## Be the experts

Highlight to the public and stakeholders the contribution our specialties make to safe, evidence-based and cost-effective patient care. Contribute meaningfully to the debate on the future of healthcare both in the UK and overseas.

## Professional learning

Develop our educational offer to support our doctors to meet the challenges of practice, working with others where appropriate, sharing ideas where possible. Adopt new educational models rapidly to ensure continuing equity of access to high-quality products.

## Membership value

Support all members and Fellows to deliver the best care for patients, for their entire career regardless of where or how they practice.

## Our College

Shape a College that is demonstrably agile and responsive, accountable and open, supporting our specialties and the patients we treat.

The RCR is growing – in what we achieve, our income and our staff. We are a great team that focuses on improving the lives of patients through our doctors. Our culture is friendly and ambitious, underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* ([www.livingwage.org.uk](http://www.livingwage.org.uk)) not only for our employees, but also in respect of our contractors.

The RCR welcomes talented people who share our ambition, commitment who will enjoy working with and for talented professionals.

I look forward to hearing from you.

Yours sincerely



## Working for the RCR

The RCR is a membership body and a registered charity. The trustee board is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and guidance offered to doctors in the specialty. The executives of the RCR are the eight Officers (doctors) who work closely with the senior management team (the Chief Executive and Executive Directors for Communications, Education, Professional Practice and Business and Resources) supported by about 100 other employees.

### The Education & Professional Practice Directorate/RCR Learning Team

The Sales and Partnership Lead sits within the RCR Learning Team which works closely with doctors to develop and deliver events, courses, conferences and e-learning material to support our members' continuing professional development (CPD). The team is tasked with covering their costs and returning a surplus to reinvest in RCR educational activities. Alongside the Marketing Manager, the Sales and

Partnerships Lead position helps to enable this, with both roles reporting to the Head of RCR Learning. Existing sponsors include healthcare technology, imaging equipment manufacturers and pharmaceutical companies.

The work of the RCR Learning Team aligns closely with our strategic focus on professional learning and supports our ambition to offer world class educational content for Clinical Radiologists and Clinical Oncologists globally.

The team delivers a key and valued part of our offering to the membership and works collaboratively with other departments across the College to achieve their aims. These teams include Finance, Professional Practice and Quality Improvement, Examinations and Workforce Development and Training.

### Where the job fits





# Job description

Job title:	Sales and Partnerships Lead
Responsible to:	Head of RCR Learning
Responsible for:	N/A
Contract terms and hours:	Permanent, full time
Location:	63 Lincoln's Inn Fields, London WC2A 3JW with flexible working

## The role

### Overall purpose

The Sales and Partnerships Lead is responsible for securing new business income through sponsorship of RCR products and exhibitions at RCR events and growing existing partnerships. Commercial acumen will be a key skill for this role, with the post-holder responsible for identifying opportunities for income generation, targeting corporate partners who will be interested in the opportunity and developing a relationship with those key targets to secure sales.

As well as securing income, there is a key focus on ongoing relationship management of our corporate partners, including annual partners, to ensure that they receive an excellent service and return on their investment, securing their interest in future sponsorship and exhibition opportunities.

## Main areas of responsibility

- Income generation
- Market development
- Account management
- General

### Responsibilities

#### a. Income generation

1. Ensure income targets are met.
2. Develop an in-depth knowledge of the RCR's/RCR Learning's products and events to enable identification of income generation opportunities and offers for sponsors spanning the activities of teams across the RCR.
3. For annual corporate partnerships and product-specific opportunities, work with key stakeholders to develop sponsorship and exhibition packages that are both attractive and competitive within the external market.
4. Develop and maintain a sales pipeline of key corporate partners with an interest in the RCR, ensuring pipeline targets are met.
5. Actively promote opportunities for sponsorship and exhibition externally, converting leads into secured sales and ensuring income targets are met.
6. Expertly lead negotiations with interested parties to secure income for the RCR, breaking down barriers to sales.

#### b. Market development

7. Complete market research and competitor analysis to ensure that the RCR's corporate partnership offers are attractive.
8. Work with internal teams, including finance, to ensure that our offers are priced in a way that delivers financial benefit to the organisation.

9. Undertake market analysis and segmentation to identify new corporate partners and further develop existing partnerships, working towards targets.
10. Keep abreast of changes in the external market through horizon scanning, and advising on how the RCR needs to adapt its offering to respond.
11. Work closely with the Marketing Manager to ensure that the RCR offers clear value to partners and is positioned as an organisation of choice against competitors, creating and updating compelling materials which support lead generation and sales.
12. Conduct analysis into the historical success of partnership activities to inform the strategy going forward, allowing the team to set and track its progress against quarterly targets.

#### c. Account management

13. Actively maintain positive relationships with key corporate partners to ensure they receive a high quality service from the RCR, working towards partner retention rates in line with industry standards.
14. Proactively gather feedback and data from corporate partners and use these insights to assess our offer and continuously develop our exhibition and sponsorship packages.
15. By working closely with existing corporate partners as well as team colleagues, identify additional sponsorship and exhibition opportunities that may meet partner needs and secure their commitment to these to increase their average spend/investment with the College.
16. Provide regular updates to partners on the RCR's work, sharing relevant publications and events and highlighting further opportunities for partnership, where appropriate.
17. For larger-scale events and conferences, occasionally take a leading role in delivery of sponsorship and exhibition benefits, troubleshooting where necessary and ensuring the best partner experience possible.

#### d. General

18. Ensure the RCR's offer delivers clear and quantifiable value to our external partners.
19. Qualify and respond to enquiries from potential partners in line with the RCR's Sponsorship Policy, Partnerships Charter and strategic objectives.
20. Ensure RCR Officers and Subject Matter Experts (SMEs) are clear on RCR policies and processes in this work area, providing guidance to support them to build, secure and deliver on income-generating partnerships where necessary.
21. Liaise with partners, faculty and team colleagues who manage the operational delivery of our activities to ensure any content developed and provided by partners is relevant to RCR members, with approvals via Officers and Subject Matter Experts (SMEs).
22. Ensure there is up to date, shareable and comprehensive data for all partner relationships within the CRM.
23. Undertake key administrative tasks including the timely raising of invoices and preparing and reviewing contracts/MOUs.
24. Maintain and manage records in accordance with the RCR's data protection policy and guidance.
25. Maintain documentation on all activities carried out, including creation and iterations of SOPs relating to partnerships.
26. Undertake such other duties appropriate to the level of the postholder's qualifications and experience as may be required by the RCR from time to time.



Key working relationships

Internal working relationships

- RCR Learning team
- Finance
- Global Partnerships
- Marketing and Digital
- Other RCR teams with products and assets

External working relationships

- Current, lapsed and potential partners
- Key RCR stakeholders including Officers and RCR Learning Faculty
- RCR members and Fellows as key audiences for and users of our events and products

Scope and limits of authority

Decision making level	<ul style="list-style-type: none"><li>• Lead on the development of sponsorship and exhibition packages.</li><li>• Lead on sales negotiation ensuring contracts are secured</li></ul>
Financial resources	<ul style="list-style-type: none"><li>• Responsibility to ensure sponsorship and exhibition income targets are met.</li><li>• Produce and maintain a sales dashboard to track secured and potential income.</li><li>• Produce and chase invoices with support of the finance team.</li></ul>
Other resources	<ul style="list-style-type: none"><li>• Shared responsibility for RCR resources such as laptops, iPads and payment devices.</li></ul>
People management	<ul style="list-style-type: none"><li>• N/A</li></ul>
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"><li>• Ensure that all RCR Learning partnerships materials are compliant with data protection, copyright, intellectual property rights and the RCR’s equality and diversity policy.</li><li>• Produce partnership agreements using templates, and check contracts issued by external parties.</li></ul>



The person

Essential (E) or Desirable (D)	
Knowledge, qualifications and experience	
Significant experience of securing sales to meet considerable income targets.	E
Experience of undertaking market research and analysis and using this information to improve existing offers.	E
Experience of negotiating, managing, pricing corporate sponsorship and partnership activities to create value for all parties.	E
Skills and abilities	
Accurate use and understanding of English.	E
Commercial acumen with the ability to break down barriers to sales to ensure income is secured.	E
Ability to identify additional opportunities for revenue growth and bring those opportunities to fruition.	E
Ability to work flexibly and quickly to meet deadlines.	E
Excellent communication skills, able to present information persuasively both orally and in writing.	E
Excellent organisational and administrative skills, with experience of using data to track progress and optimise partner experience.	E
Excellent team working and relationship building skills, working transparently and collaboratively to achieve goals.	E
Comfort targeting and approaching new businesses.	E

Other Requirements

- To be able to apply candidates must be able to also fulfil the following requirements:
- Candidates must have the right to work in the UK to be able to apply for positions at the RCR
  - Commitment to the aims and charitable objectives of the RCR.
  - Self awareness.
  - Enthusiasm for learning and development and taking on new tasks.
  - Committed to own continuing professional development.
  - Demonstrable commitment to providing a professional customer service to colleagues, members and stakeholders.
  - Ability to maintain confidentiality and information security in line with our data protection policy and guidance.



# Our values



## People focus

We treat everyone fairly and with respect, actively listening and responding appropriately, while recognising individual differences.



## Integrity

We are open, honest and transparent. We strive to reflect and learn from experience in every area of our work to deliver the right outcome.



## Making a difference

We strive for excellence. We make a difference by setting standards and empowering our membership and our staff through personal development and lifelong learning.

We recognise that patients’ best interests underpin everything we do.



## Behavioural competencies

The RCR’s Competency Framework defines the behavioural competencies required from all staff to contribute effectively in their role and within the wider organisational team.

### Communicating effectively

The success of the College depends on how it communicates with its membership and other stakeholders. Employees need to know their audience(s) and communicate with them in a way which meets stakeholder needs and expectations as far as possible.

### Working together

The College’s effectiveness and reputation depends on efficient and collaborative working, both within and beyond the team. This includes all employee colleagues, Officers, other Fellows and members and often others outside the College.

### Personal effectiveness

The College is most effective when employees take ownership of their work, understand the context of that work, deliver effectively to achieve required results and demonstrate a positive attitude to taking on additional responsibilities or learning new skills.

### Customer focus

We should all provide excellent services to all customers but notably to the membership and staff colleagues. Focusing on those and other customers, and understanding and responding appropriately to their needs, is key to the success and sustainability of the College.

### Embracing change

We must all play a part in ensuring that the offer the College makes continues to be effective and relevant in meeting customer needs. This will involve changes to what we do and how we do it. We all need to play our part in embracing change.



# How we value our people

## Benefits

We offer all our employees a fantastic range of benefits to help you enjoy a great work-life balance, look after your wellbeing and plan for the future.

### A modern and welcoming working environment

We've made sure our office in a prime central London location is a destination people want to come and work in – it's open-plan and spacious, with areas for meetings, collaborative working and concentrated workspaces. We also have kitchen facilities well-stocked with plethora of teas and two very fancy coffee machines for everyone to use

There are lots of things going on when you come in too, including learning and development sessions with doctors talking about their work, tea and cake get-togethers, free massages monthly and monthly town hall meetings where staff can share updates and ask questions. We even have our own social committee and organise regular fun events, which are a great way for you to get to know your co-workers.

### Excellent pension scheme and life assurance

We like to help our staff save for the future and provide an excellent employer pension contribution. We also have a life assurance and personal accident policy which covers all employees up to four times their annual salary.

### Hybrid working

At the RCR we only hire great people, and we value being able to bring everyone together to bond, build great working relationships and

generate amazing and innovative ideas.

We embrace remote working, and our staff are able to work remotely for up to 60% of their working time, with 40% in the office. All staff are provided with a laptop to allow them to work remotely, along with equipment such as desks and chairs to make sure they're comfortable when working from home. Our offices are open throughout the working week though, and staff are always welcome to come in as often as they wish.

### Wellbeing support

We like to make sure everyone at the RCR is supported, both professionally and personally, so in addition to our excellent line managers and supportive HR team, we've invested in training a number of dedicated staff members passionate about mental Health as Mental Health First Aiders. We also provide an Employee Assistance Programme, that's has a 24/7 helpline so if you ever have any personal problems or concerns, there's always somewhere to turn for help and advice.

### Generous annual leave allowance

Working hard is important, but taking a break matters just as much. Everyone starts with a 25-day annual leave allowance per year and that increases with service too.

### Interest-free season ticket loan and cycle to work scheme

To make sure you're able to get into the office in the way that best suits you we offer all staff the option to take out an interest-free season ticket loan to help cover the cost of travelling, as well as a cycle to work scheme for those of us who like to be more active on their commute. If you

do choose to cycle in, we have somewhere safe to leave your bike and showers to use if you want to freshen up before work.

### Festive spirit

We know taking a break at the end of the year is important to our team. To ensure everyone gets a well-deserved rest to spend time with loved ones, we usually close our office between the Christmas and New Year period – gifting the extra days off to all staff, in addition to their usual annual leave.

### Making a real difference

In addition to all the great benefits we've listed above, we believe the main reason people want to join the RCR is because you also get to go to work knowing your role has an impact on the lives of doctors and patients.

## Equality and diversity

Every day, our colleagues are making a difference by helping to improve imaging and cancer care for all. This starts by having the best talent, and that is only possible with a diversity of thinking, diversity of background and experience, and diversity of skills.

Diversity means better ideas, better solutions and more innovation. It's why one of our key priorities is to ensure our workforce reflects the communities we serve.

We're committed to creating an inclusive workforce and working environment for us all to enjoy – where everyone is able to bring their whole self to work to create change and reach new heights of creativity.

You can find our equality, diversity and inclusion commitment **here** as well as our equality and diversity policy **here**.



*Great purpose, great people, great working environment and clear direction of travel."*





# How to apply

The closing date for applications is 23:59 5 May 2025.

Please submit a CV and a covering letter (of no more than a page and a half) submitted as Full name, Role , CV/CL together with a completed, together with a completed **Diversity Monitoring Form.**

It is important that your covering letter includes a clear statement in support of your application, which demonstrates how you meet the essential (and, where applicable, desirable) criteria described in the table entitled 'the person'.

We expect you to meet the points listed under "other requirements" of the Person Specification as a pre-requisite for applying for this position. However, you are not required to address these points in your written statement. We will explore them further if your application is taken to the next stage(s) of the recruitment process.

The application process is the first chance we have to assess your suitability for the role you're applying for, and as such, we ask that your application is written by you, and that you do not use AI tools such as ChatGPT to create your application. Where we suspect AI tools have been used to create your application you unfortunately won't be shortlisted for the next stage of the recruitment process. We hope that you respect this request in line with our value of integrity **Values & strategy | The Royal College of Radiologists (rcr.ac.uk)**

Applications should be emailed to **jobs@rcr.ac.uk**

If you have not heard further from the RCR within a fortnight of the closing date, you should assume that you have not been shortlisted for interview on this occasion.

Shortlisted candidates will be invited to attend first stage interviews on 9 May 2025.

If you consider yourself to have a disability and require a hard copy pack or a different format, for example large print, please contact the HR team at **jobs@rcr.ac.uk**



The Royal College of Radiologists

The Royal College of Radiologists  
63 Lincoln's Inn Fields  
London WC2A 3JW

+44 (0)20 7405 1282  
enquiries@rcr.ac.uk  
www.rcr.ac.uk  
@RCRadiologists

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