

The Royal College of Radiologists

Candidate pack

Marketing Marketing - RCR
Learning



Marketing Market - RCR Learning

Salary: £47,365 per annum, rising to £52,350 following two years service

Location: Central London, with flexible working

Hours: Full-time/35 hours per week

Contractual status: Permanent

Closing date for applications: Midnight Sunday 30 January 2022.

Interview date: Shortlisting interviews are scheduled for 3 February 2022 with selection interviews scheduled for 8 February 2022.

About The Royal College of Radiologists

The RCR leads, educates and supports doctors who are training and working in the medical specialities of clinical radiology and clinical oncology. The RCR is the UK professional, membership body responsible for clinical radiology and clinical oncology with a total membership of over 11,300 worldwide. Further information about the RCR's activities can be found at www.rcr.ac.uk. The RCR is a registered charity, registration no 211540.

We are committed to diversity and equality and we value the benefits a diverse workforce brings. So that we can assess our performance in this area we actively encourage you to complete and submit our diversity monitoring form with your application.

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



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 comprehensive website: 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 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 has a major change programme over the next year and beyond. Our Transform programme will change the way we work with and for our membership, will focus on high standards of service, will offer even more flexible ways of working, will implement an environmental/green agenda and will exploit the opportunities offered by new technology systems. These will be underpinned by a continuing commitment to develop and support all our employees.

We are a *London Living Wage Employer* (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

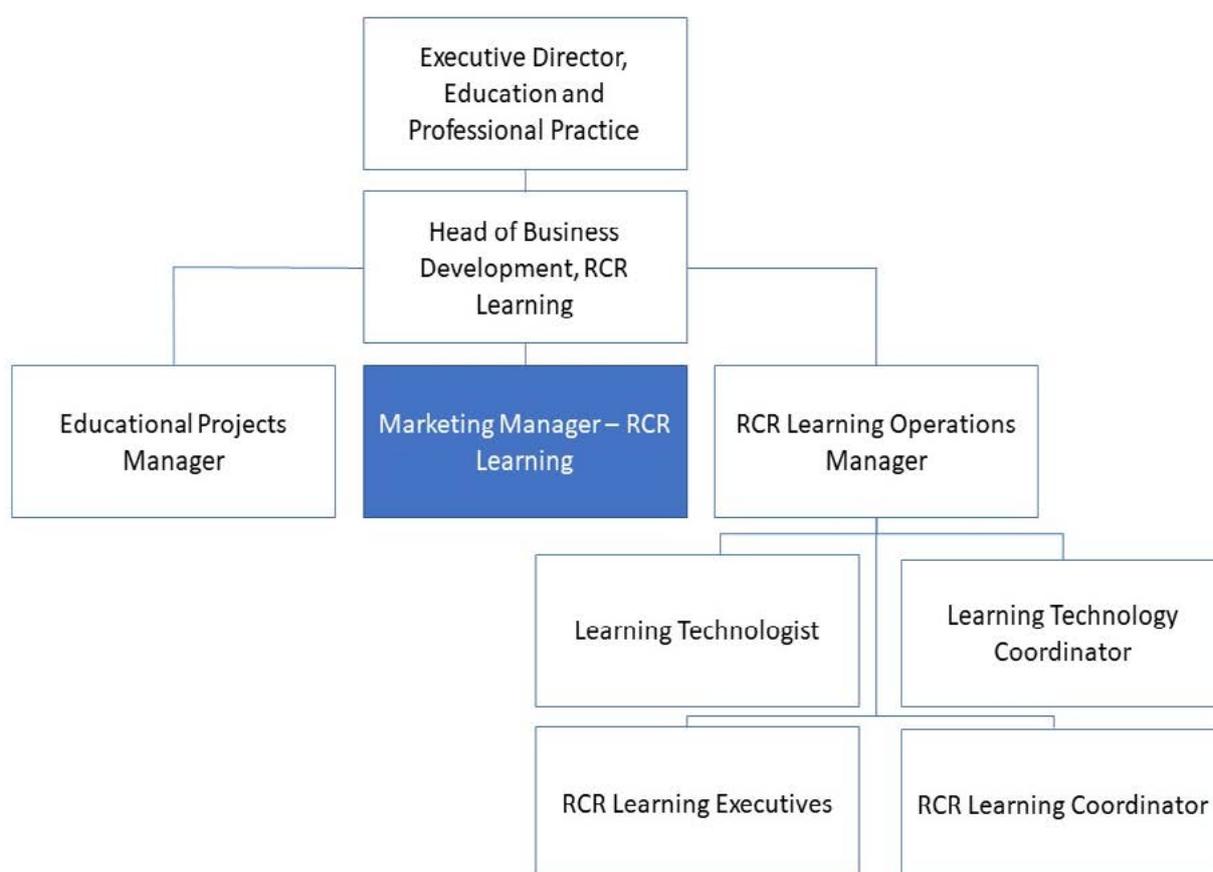
The RCR is a membership body and a registered charity. The trustee board (Council) is mainly made up of practising clinical oncologists and clinical radiologists and is accountable to the membership at large. Each specialty has its own Faculty which agrees policy and the range of support, advice and 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 Education and Professional Practice, Communications, and Finance and Resources) supported by about 80 other employees.

The Directorate of Education and Professional Practice

RCR Learning is a core function of the Royal College of Radiologists, the team works closely with our members and fellows to develop high quality and relevant resources and events to support the ongoing professional development of radiologists and oncologists in the UK and around the world.

This new role will support the wider RCR Learning team in developing and implementing strategic marketing plans to drive attendance and engagement with our resources. The successful candidate will work within the team and other stakeholders across the organisation to develop engaging marketing campaigns. They will also use their data skills to help inform the development and positioning of the RCR's range of learning products.

Where the job fits





I am participating
in the leadership
for improvement
programme

Job description

Job title:	Marketing Manager - RCR Learning
Responsible to:	Interim Head of RCR Learning/ Head of Business and Development
Responsible for:	N/A
Contract terms and hours:	Full-time, permanent
Location:	63 Lincoln's Inn Fields, London WC2A 3JW

The role

Overall purpose

The Marketing Manager - RCR Learning will ensure that the Royal College of Radiologists' RCR Learning products and resources, which includes conferences, courses and digital learning are positioned as high-quality learning opportunities. They will be responsible for ensuring that RCR Learning is seen as the 'go-to' learning resource for the global imaging and oncology communities, both within our membership and beyond.

To do this, the Marketing Manager: RCR Learning will work with the wider team to support the development of a suite of products and courses based, designed and presented with the needs of our members and customers at the heart of the offer. The role will be responsible for planning, developing, tracking, evaluating and optimising the promotion of RCR Learning's product portfolio alongside providing insights to the wider organisation to inform development of the RCR's offerings.

Main areas of responsibility

- a. Developing targeted marketing campaigns
- b. Data, analysis and insights
- c. Increasing income and global reach
- d. Member journey integration
- e. General

Responsibilities

- a. Developing targeted marketing campaigns
 1. Be responsible for the development of targeted marketing campaigns for the full range of RCR Learning's products identifying opportunities for cross-promotion and maximising return against agreed KPIs and goals.
 2. Develop an annual marketing communications plan for RCR Learning, working with colleagues in Marketing & Digital to align communications across all marketing channels including paid for and organic to drive engagement with RCR Learning's product portfolio.

3. Set objectives and KPIs in collaboration with Head of Business and Development, analysing performance data on the product portfolio to inform future strategy.
 4. Commission promotional assets (video, photography and other relevant content to build awareness of our work and our members' work, identifying opportunities to seed content out through organic and paid for channels
 5. Work with colleagues in the Communications Directorate to embed RCR Learning as a core offering of the wider RCR brand
 6. Produce regular email campaigns promoting RCR Learning's offerings, scheduling alongside and providing input into other RCR email communications.
- b. Data, analysis and insights**
7. Analyse data from a range of internal and external sources, commissioning where necessary, to provide insights into audience behaviour driving marketing and product development strategies.
 8. Working with colleagues in Marketing & Digital undertake audience segmentation to help target marketing more effectively.
 9. Undertake regular campaign evaluations reporting back to stakeholders on a range of agreed metrics including engagement, conversion and ROI to highlight successes and opportunities for improvement.
- c. Increase income and global reach**
10. Support the Head of Business and Development to grow revenues by developing packages and promotions to increase uptake of resources by global users, driven by market and customer insights.
 11. Working with the Head of Business Development, collaborate on the production of attractive subscription options to encourage engagement and increase usage of resources.
 12. In line with the wider RCR brand and global strategy, increase the reach and impact of RCR Learning's products and services, targeting appropriately in agreed markets.
 13. Build relationships with international radiology and oncology organisations to enable promotion of RCR Learning resources to their members.
 14. With the Head of Business and Development be responsible for budgetary control of RCR Learning marketing.
- d. Member journey integration**
15. Work closely with colleagues in Membership, Finance and Marketing & Digital to create opportunities through pricing and promotion to drive uptake of relevant membership categories from RCR Learning products.
 16. Work closely with colleagues to ensure members are aware of the value of RCR Learning products included within their membership.
 17. Collaborate with the Membership Team to develop pathways to provide members with seamless experiences across the RCR's offerings
- e. General**
18. Contribute to the development and maintenance of processes and systems as appropriate to ensure that all aspects of the RCR's work are delivered as efficiently as possible
 19. Contribute to the development and maintenance of processes and systems as appropriate to ensure that all aspects of the RCR's work are compliant with relevant legislation such as GDPR, copyright etc.
 20. Maintain documentation on all activities undertaken
 21. Undertake other duties appropriate to the post holder's qualifications and experience as may be required by the RCR from time to time.

Key working relationships

Internal working relationships

- Wider RCR Learning team
- Marketing & Digital
- Global Partnerships
- Membership Operations
- Data, audit and surveys
- Finance

External working relationships

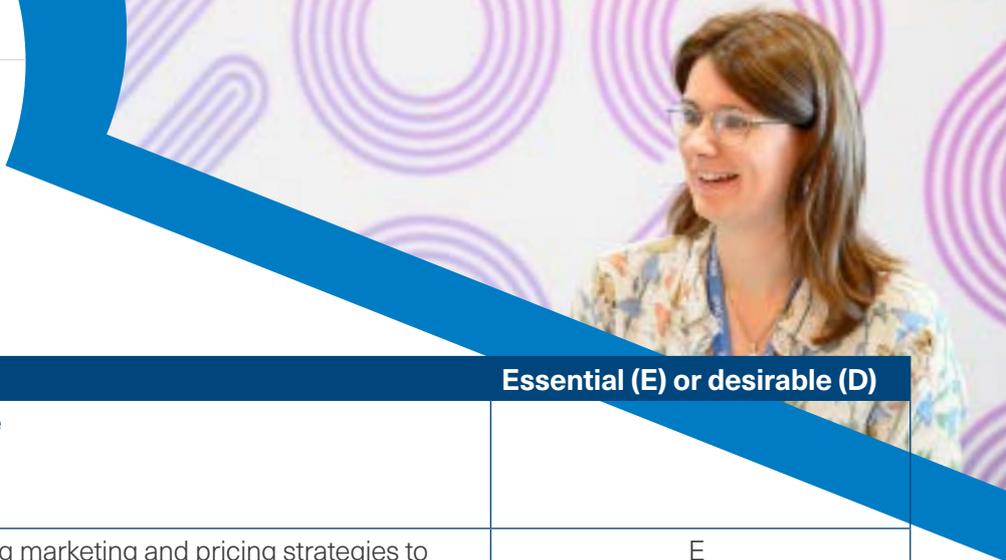
- Key RCR Learning stakeholders including committee chairs, RCR officers and clinical leads
- Advertisers and platform partners e.g. for search engines and platforms on which we advertise – negotiating terms and delivering content.
- Delegates and users – providing information in the form of engaging, accurate and timely marketing
- International partners such as national radiology colleges to build collaborations and promote the RCR's resources.



Scope and limits of authority

Decision making level	<ul style="list-style-type: none">▪ Organise and lead on development and delivery of marketing plans to achieve RCR Learning objectives and targets▪ Prioritise own workload
Financial resources	<ul style="list-style-type: none">▪ Manage budgets and contracts in line with agreed budgets and the scheme of Financial, contractual and HR delegation▪ RCR Learning Marketing budget is approximately £50,000 p.a.
Other resources	<ul style="list-style-type: none">▪ Shared responsibility for RCR resources such as laptops, iPads and payment devices.
People management	<ul style="list-style-type: none">▪ N/A
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none">▪ Ensure that all RCR Learning marketing materials are compliant with data protection, copyright, intellectual property rights and the RCR's equality and diversity policy.

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I find the work I’m given interesting, varied and challenging. I’m given lots of opportunities to develop in my role.



The person

	Essential (E) or desirable (D)
Knowledge, qualifications and experience	
Experience planning, executing and evaluating marketing and pricing strategies to drive engagement with events and digital learning products using a range of paid for and organic channels.	E
Significant experience using data and insights to inform marketing and product development	E
Experience of using CRM and data to undertake audience segmentation to drive targeted marketing activities.	E
Demonstrable experience developing successful campaigns across multiple marketing channels including digital (paid for and organic) and print to deliver against organisational objectives.	E
Experience identifying and commissioning creative content to support organisational objectives.	D
Skills and abilities	
Well-developed communication and collaboration skills; working across the organisation as well as within own function	E
Strong analytical skills to be able to set clear objectives/KPIs, evaluate performance and demonstrate value for money.	E
Excellent presentation skills and the ability to translate data into meaningful insights for a variety of stakeholders and colleagues.	E
Effective interpersonal skills, and ability to work collaboratively and build and sustain effective working relationships with a diverse range of colleagues, partners and stakeholders at all levels	E

Other Requirements

- A strong commitment to equality and valuing diversity
- Commitment to the aims and charitable objectives of the RCR
- The ability to maintain confidentiality and information security
- Commitment to the values and behaviours of the RCR
- Commitment to own continuing professional development
- Significant knowledge and experience in GDPR, data protection etc
- Enthusiasm for learning and development and taking on new tasks.

Our values

People focus

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

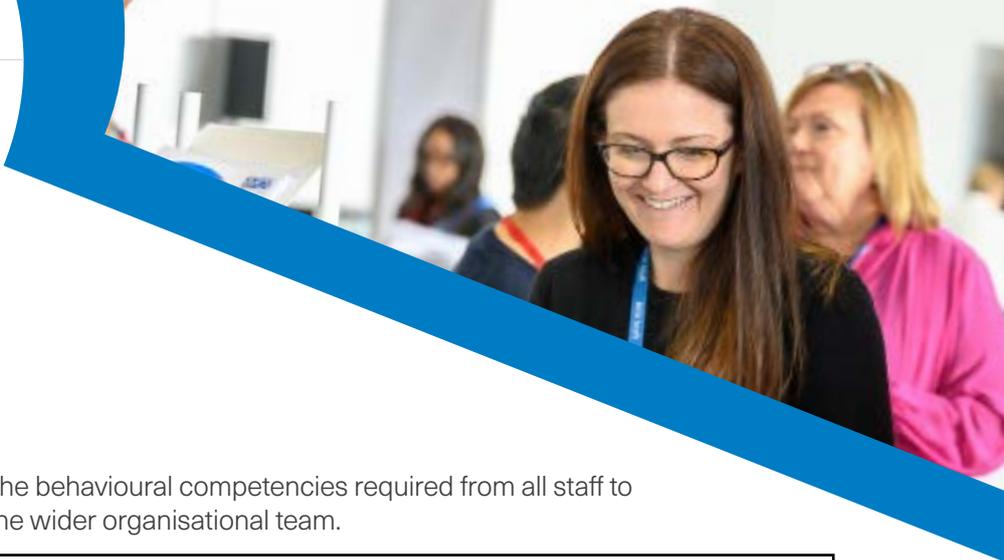
Integrity

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

We recognise that our people are central to our ability to deliver high-quality and professional services. We offer a welcoming working environment, and a commitment to good people management, including our performance and development review process.

Learning and development

We are committed to supporting all employees' learning and development. Ensuring every employee has a learning and development plan is part of our annual performance development process.

Working environment

We are a friendly team, located in a quiet and attractive square in central London, close to transport links, in a well-resourced, light and airy building.

Wellbeing support

We provide a range of benefits to support staff wellbeing: employee assistance programme, assistance with eye test costs and lenses if related to the role, and flexible working hours for staff after completion of their initial period, including the possibility of some working from home. We also provide staff with free tea, coffee and fruit juice while in the office.

Pension and life assurance provision

All employees are eligible for the statutory provision, and additionally we provide a good pension scheme with 15% employer contributions (employee contribution is 5%) no later than three months after the start of employment.

The RCR has a life assurance and personal accident policy covering all current employees.

Other benefits

- Generous holidays starting at 25 days per annum, and increasing with service.
- Closure days between Christmas and New Year.
- Interest-free season ticket loan.

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My colleagues and peers are great fun to work with and I enjoy working alongside lots of different people to deliver my job.



How to apply

The closing date for applications is midnight 30 January 2022.

Please submit a CV and a covering letter, 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.

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 3 February 2022.

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

Equality and diversity statement

The RCR is committed to equality and diversity in its role as an employer, valuing the benefit a diverse workforce brings. It is our intention not to discriminate on the grounds of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation (Equality and Diversity Policy: www.rcr.ac.uk/equality-diversity-policy).



The Royal College of Radiologists

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www.rcr.ac.uk

[@RCRadiologists](https://twitter.com/RCRadiologists)

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