

Partnerships and Marketing Officer

Job Description

Responsible to	Head of Marketing and Events
Key working relationships	Membership team, Events team and wider E&EA Directorate, sponsors, delegates, Property and Income Strategy Working Group, suppliers.
Grade	Level 3
Contract	Permanent
Job Purpose	<p>The Partnerships and Marketing Officer will play a pivotal role in the cultivation and development of partnership and sponsorship opportunities which lead to income generation and the creation and delivery of marketing campaigns to promote the College, our events and learning activity.</p> <p>The role holder will work closely with industry sponsors to develop relationships as well as create and develop innovative digital marketing campaigns and activity to increase our reach and brand presence.</p> <p>This is a pivotal role within the Engagement and External Affairs Directorate that involves working across all events, with the opportunity to implement new ideas to drive new audiences as well as retaining and growing existing ones.</p> <p>It involves a blend of creativity and analytical skills, requiring the ability to manage multiple projects, coordinate with various departments, analyse trends, and build working relationships, working within agreed frameworks.</p>

Key Responsibilities

Marketing

- Lead and create multi-media marketing campaigns which drive new audiences, retain and grow existing audiences.
- Continually assess the channels used to ensure they reach target audiences.
- Consistently and proactively produce engaging content for all event channels including website, social media and e-newsletters.
- Working with other teams across the Directorate ensure social media activity is coordinated, maintained and responded to as appropriate.
- Ensure created content boosts engagement with RCEM's audience, promoting the value of membership, enhancing the College's reputation while improving registrations at events and conferences in the UK and beyond.
- Identify, target and engage with new and existing audience sectors, with a focus on increasing the reach of our online and on-demand content.
- Build marketing campaigns to attract new sponsors and exhibitors to events while retaining existing relationships
- Ensure consistency in branding and style across all published materials.
- Proactively keep up to date with new trends or developments that could add value to events, including competitor research, advertising trends etc.
- Support the events team as needed in the planning and execution of events, coordinating with exhibitors, sponsors as required.
- Attend events as required to generate digital content from source, including taking of videos and photographs to use in marketing materials, seeking appropriate permissions to do so.

Partnership working

- Working with the Events Manager, review and develop relevant sponsorship packages to ensure they remain competitive in the sector.
- Under direction, support the Events Manager to manage relationships with existing and potential sponsors ensuring positive networks are built and delivering on agreed sponsor packages.
- Build and maintain strong, long-term relationships with sponsors and partners, acting as a primary point of contact.
- Liaise with sponsors pre-event, onsite and post-event to ensure ongoing relationships and ROI for sponsors.
- Under direction, assess the suitability of potential sponsors and partners in alignment with the College's goals, values and relevant guidance, eg the Ethical Giving Policy
- Develop and deliver the College's 'Friend of' programme to nurture and develop partnerships of the college and increase income generation
- Coordinate with internal teams to deliver on sponsorship and partnership commitments as required.
- Working with the Membership Team, identify opportunities for potential fundraising opportunities – eg community events / participation in sporting challenges / wider promotion of merchandising.

Administration

- Ensure accurate record keeping of all activity relating to sponsorship enquiries and requests
- Monitor, analyse and report on marketing and sponsorship activity, demonstrating ROI in order to adapt as required.
- Work collaboratively to help and support colleagues in the delivery of events as required.
- Conduct research to identify potential sponsors and partners.
- Continually review processes to ensure they deliver efficiency and accuracy and seek collaborative opportunities to identify and share best practice.
- In partnership with budget holder, monitor expenses and ensure campaigns are delivered within agreed budget.

Other

- Ensure adherence to insurance, legal, health and safety obligations
- Arrange for appropriate archiving and destruction of records in accordance with data protection legislations including GDPR.
- Adhere to regulations relating to sponsorship and income – such as the Association of the British Pharmaceutical Industry, and the College's Charitable objects.
- Travel in the UK and overseas as necessary including overnight stays to facilitate the development and delivery of the College's event programme. This may include out of core hours work.

Values

Respect each other's experience.

We celebrate the rich diversity of the RCEM ecosystem - employees, members and stakeholders. We respect each other's experience, meeting each other with dignity and humanity at all times.

Act with integrity, always.

We hold ourselves to the highest ethical standards, fostering trust and transparency within our College and with our members.

Collaborate for growth.

We know that teamwork and initiative are the key to achieving our strategic aims, and we actively seek opportunities to work together and leverage our diverse perspectives.

Innovate relentlessly.

We create the conditions for a culture of continuous improvement, nurturing creativity and the pursuit of new ideas to drive positive change within our organisation.



This comes to life when we:

- Each contribute actively to strengthening a culture where different perspectives are expressed, encouraged and heard.
- Treat colleagues, members and stakeholders as valued equals.
- Do our best to be present for each other, interacting in an open and transparent manner.
- Acknowledge & challenge inappropriate behaviours and practices, offering support and seeking solutions.



This comes to life when we:

- Do what we say we will do, communicating clearly and openly.
- Take responsibility and accountability for our actions, celebrating when things go well and staying curious about how we can learn from mistakes.
- Demonstrate patience and flexibility, even when things don't quite go to plan.
- Commit to a strong work ethic, striving to produce high quality work that is consistently delivered on time.



This comes to life when we:

- 'Collaborate by default', continually looking for ways in which we can join forces with colleagues, members and stakeholders to meet the College's objectives.
- Pay attention to the quality of our relationships, cultivating connection and fostering a positive working environment grounded in respect and integrity.
- Ask for feedback, reflect on it and learn from our personal and collective experiences.



This comes to life when we:

- Identify creative ways to optimise our resources by planning ahead and anticipating organisational, operational and customer needs and demands.
- Anticipate and welcome change as an inherent part of a growing, evolving organisation, and meet this change with hope and optimism.
- Acknowledge the importance of psychological safety as a prerequisite for innovation, actively encouraging risk-taking and creating a 'no-blame' culture.
- Have the courage to step outside our comfort zones, learning new skills and trying new approaches.
- Prioritise sustainable solutions, with choices that are in the long term interest of the College and our organisational objectives.
- Embrace the value of automation, by refining and automating processes - personally and operationally - wherever possible, to improve efficiency and effectiveness.

Person Specification

Essential

Desirable

Qualifications

- | Essential | Desirable |
|--|--|
| Qualifications | |
| <ul style="list-style-type: none">• A good level of formal education including GCSE Maths and English (or equivalent) | <ul style="list-style-type: none">• Further education / qualification relating to marketing or related field |
| Practical experience | |
| <ul style="list-style-type: none">• Two years' experience in a customer facing role.• Proven experience in developing and executing marketing campaigns and or / track record of managing partnerships / professional relationships.• Demonstrable experience of team working• Experience of working with web-based marketing systems• Experience of developing engaging, relevant, and creative online content | <ul style="list-style-type: none">• Experience in building sponsorship and partnership activity to generate income• Experience of academic conference organisation and marketing• Experience of working within the health sector• Practical knowledge of WordPress• Experience of using DotDigital |
| Skills | |
| <ul style="list-style-type: none">• Excellent written, verbal and interpersonal communication skills.• Proven ability to clearly and confidently communicate with individuals from all levels of seniority• Analytical and problem-solving abilities.• Proficiency in marketing software and tools (e.g., Google Analytics, CRM systems, social media management platforms).• Creative thinking and attention to detail.• Organisational and time management skills.• Strong project management skills.• Excellent IT skills including Microsoft Office and Adobe Creative Cloud programmes | |

Practical experience

Skills

Knowledge

- | | |
|--|---|
| <ul style="list-style-type: none">• Knowledge and use of social media channels and marketing techniques to target segmented audiences.• Detailed use of social media with the ability to create content, monitor and maintain streams• Practical knowledge and experience of updating and managing online content via CMSs• Experience and competence in analysing data and reporting on trends• Ability to evaluate activities and projects, identify areas for improvement, and plan new approaches and tactics• Knowledge of the technical aspects of digital communications, including user interface (UI) and digital design | <ul style="list-style-type: none">• Regulations relating to such as the handling of data eg GDPR• Working knowledge of HTML, CSS |
|--|---|

Personal attributes

- | | |
|--|---|
| <ul style="list-style-type: none">• Knowledge and use of social media channels and marketing techniques to target segmented audiences.• Detailed use of social media with the ability to create content, monitor and maintain streams• Practical knowledge and experience of updating and managing online content via CMSs• Experience and competence in analysing data and reporting on trends• Ability to evaluate activities and projects, identify areas for improvement, and plan new approaches and tactics• Knowledge of the technical aspects of digital communications, including user interface (UI) and digital design | <ul style="list-style-type: none">• Regulations relating to such as the handling of data eg GDPR• Working knowledge of HTML, CSS |
|--|---|

Policies & Guidelines

College Policies and Procedures

The post holder is expected to follow all College policies and procedures including those covered in the College HR manual.

Confidentiality

All employees are under an obligation to ensure that any information that he or she has access to, relating to RCEM business is kept confidential.

Health and Safety

Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974), to ensure that the agreed safety procedures are carried out to maintain a safe environment for employees and visitors.

Risk Management

All staff have a responsibility to identify risks and report these to their line manager. In addition to report all accidents or incidents promptly and when requested to co-operate with any investigation undertaken.

Equal Opportunities

The RCEM is committed to its equal opportunities policy and it is the duty of every employee to comply with the detail and spirit of the policy.

Additional Information

This role profile is intended to provide a broad outline of duties that may be required and is not intended to be exhaustive. It is subject to review and amendment in consultation with the post holder in order to reflect changes in the pattern, organisation and development of the services required.

Organisation chart

