Royal College of Emergency Medicine

October 2026

Head of Brand and Marketing

Job Description

Responsible to	Director of Policy, Communications, Events, and Marketing
Key working relationships	CEO, Deputy CEO, Director of Education, Head of Membership, Head of Policy and Media, SMT, Council, Executive, Board of Trustees, College members, external bodies
Grade	Level 1
Contract	Permanent
Job Purpose	The College is creating an exciting new Head of Brand and Marketing role to lead the development of a modern, audience-led marketing function. This is a significant leadership opportunity to transform how the College engages with its members, promotes its services and demonstrates the value and impact of its work. The postholder will lead the development of the College's brand, marketing and member communications strategy, ensuring activity is informed by audience insight, aligned to the Corporate Plan and focused on delivering measurable outcomes. They will establish a strategic approach to audience engagement, using segmentation, member journeys and data to create relevant and personalised experiences that support member engagement and retention. Working across the organisation, they will lead integrated campaigns that promote membership, education, events, awards, advocacy and other College services. The postholder will also lead the ongoing development of the RCEM brand, creating a clear and compelling narrative that reflects the College's influence, impact and contribution to emergency medicine. They will champion a 'One RCEM' approach, ensuring the organisation communicates consistently and effectively across all audiences and channels. The postholder will build a modern, audience-led marketing function, introducing new approaches to audience insight, segmentation, campaign planning and performance measurement. In doing so, they will help the College better understand its members, increase engagement with its services and demonstrate the value and impact of RCEM membership throughout a member's career.

Key Responsibilities

Brand

- Lead the development and delivery of a clear and compelling College brand strategy.
- Act as guardian of the College's brand, ensuring consistency in identity, messaging and tone of voice.
- Champion a 'One RCEM' approach to communications, ensuring the College speaks with a clear and consistent voice across all channels and activities.
- Strengthen awareness and understanding of RCEM amongst members, prospective members and external stakeholders.

Marketing and campaigns

- Develop and deliver integrated and targeted marketing campaigns that promote membership, education, events and College services.
- Work in partnership with Membership, Education and Events teams to strengthen propositions, improve acquisition and participation, and support member retention.
- Create audience-led marketing plans informed by insight, segmentation and member needs.
- Increase engagement, participation and uptake across the College's products, services and activities.
- Introduce a structured approach to campaign planning, performance measurement and evaluation.
- Identify opportunities to grow audiences and extend the reach of the College in the UK and internationally

Member communications

- Lead the College's member communications strategy, aligned to the College's Member Value Proposition Programme, ensuring members receive relevant and segmented communications throughout their relationship with the College
- Develop targeted and segmented communications that reflect members' career stages, interests and needs.
- Improve how the College communicates its impact and the value it delivers to members.
- Increase participation in events, education, committees and other College activities.
- Support initiatives that strengthen member engagement and retention.

Digital content and channels

- Lead the strategic development of the website, digital channels and content ecosystem ensuring digital platforms support the Member Value Proposition Programme.
- Work cross-functionally to shape the future member experience across the College's website and digital platforms.
- Improve digital journeys, user experience and conversion across key audience touchpoints.
- Strengthen the use of content, storytelling and multimedia to extend the reach and impact of College activity.
- Maximise the value of events and educational activity through content capture and digital engagement.
- Ensure content is accessible, audience-focused and aligned with the RCEM brand.

Audience insights

- Lead the development of audience segmentation, personas and member journeys to deliver personalised communications, strengthen engagement and support member retention.
- Maximise the use of CRM, marketing technology and digital analytics to strengthen audience understanding and campaign effectiveness
- Develop marketing performance frameworks, dashboards and reporting that enable evidence-based decision making and demonstrate impact
- Establish meaningful measures of success linked to engagement, participation and organisational objectives.
- Embed a culture of continuous improvement through testing, evaluation and audience feedback.

Leadership and strategy

- Develop and deliver an integrated Brand, Marketing and Member Communications Strategy aligned to the corporate plan and Member Value Proposition Programme.
- Act as the College's lead adviser on brand, marketing, audience engagement and member growth.
- Build a modern marketing capability and ensure systems, processes and tech support effective marketing activity
- Champion audience-led thinking across the College, helping teams use insight, data and member understanding to shape activity and decision-making.
- Lead and develop a high-performing, insight-led team.
- Manage budgets, agencies and external suppliers to deliver value and impact.

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.

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.

Act with integrity, always.

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

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.

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.

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.

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:

- 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	
• Professional marketing qualification (e.g CIM or IDM) or significant equivalent experience.	
Practical experience	
• Experience building, transforming or significantly improving a marketing function, including developing strategy, processes, systems, ways of working and capability. • Significant experience in a senior marketing, brand or audience engagement role. • Experience of using customer and member data to segment audiences, target communications and improve marketing effectiveness. • Experience of monitoring and evaluating marketing activity, using insight and performance metrics to drive continuous improvement. • Proven track record of delivering integrated campaigns that increase engagement, participation and growth. • Experience leading digital marketing, content and communications activity across multiple channels. • Experience measuring marketing effectiveness and demonstrating organisational impact. • Experience leading and developing high-performing teams. • Experience managing budgets, agencies and external suppliers. • Experience working with senior stakeholders and influencing strategic decisions.	• Experience supporting international audiences or market development.
Skills	
• Excellent strategic planning and organisational skills. • Ability to translate complex issues into clear, compelling and audience-focused messaging. • Strong analytical skills with the ability to turn insight and data into action. • Excellent communication, influencing and relationship-building skills. • Strong campaign planning, project management and prioritisation skills. • Ability to manage multiple priorities and deliver results in a fast-paced environment.	

Knowledge

- Strong understanding of brand development, marketing strategy and audience engagement.
- Knowledge of CRM systems, marketing automation, audience segmentation and customer/member journey development.
- Knowledge of digital analytics, performance measurement and marketing technology platforms
- Knowledge of digital marketing, content strategy and multi-channel communications.
- Understanding of audience insight, segmentation and member/customer journeys.
- Knowledge of marketing performance measurement, analytics and evaluation.
- Knowledge of the membership body, charity, healthcare or professional association sectors.
- Knowledge of medical education, professional development or events marketing.

Personal Attributes

- Strategic thinker with a proactive and commercial mindset.
- Collaborative and able to build strong relationships across teams and functions.
- Creative, innovative and willing to challenge established approaches.
- Resilient and comfortable leading change and continuous improvement.
- Results-oriented, with a focus on impact and outcomes.
- Committed to the College's values and mission.

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.