

## Job Description

**Job title:** Communications and Marketing Manager (12 month fixed-term contract)

**Job Context:**

The British Cardiovascular Society (BCS) is a membership organisation with approximately 3,000 members, has charitable status and aims to support and represent all those working in the field of cardiovascular care and research. The BCS plays a pivotal role in the setting of standards, and through a variety of activities influences the quality of cardiology practice in hospitals throughout the UK. It has a broad education portfolio, contributes to specialist training (and examinations) and is committed to enhancing and maintaining the highest standards in training, education and research and to setting standards of clinical excellence for the benefit of patients.

The BCS is affiliated with 18 unique organisations that work in specific areas of cardiovascular medicine, health and patient care.

The BCS has begun a programme of significant change over recent years' as we seek to modernise and professionalise our services and create an infrastructure that will support our core functions and strategic goals going forward.

A number of key activities and work streams are currently underway including: development of a new website and CRM system led by our Head of Digital and IT; membership engagement strategy development and revisions to our membership categories and membership model; growth of our educational course portfolio; development of our international strategy; and development of the British Heart Foundation- Clinical Research Collaborative which the BCS is hosting. In addition our flagship manual conference continues to be developed and enhanced as we move towards our centennial celebrations in 2022.

The post holder will be joining the Society at an exciting time then, where alongside delivery of core business we will be taking new change initiatives forward as we begin to embark on the delivery of a new 5 year strategy, of which one of our primary aims is to establish the BCS as 'The Voice of Cardiology in the UK'.

The post is offered on a 12 month fixed term contract arrangement given the broader digital work-stream developments which will allow the society the flexibility to review future requirements beyond 2020.

**Purpose and scope:**

To provide leadership to and undertake responsibility for all aspects of the BCS communication and marketing function. This includes strategy development and delivery to support existing and new work streams and business priorities ensuring optimal impact and that plans are comprehensive and cohesive across the BCS activities.

The post holder will report to the CEO, and will work very closely with senior managers in support of their respective areas of responsibility (digital, education, membership and clinical research) to ensure communication and marketing plans and activities meet business needs and priorities and have maximum impact. They will also work closely with the Chair and members of the Communication and Marketing Committee who have delegated responsibility from the Board over this business function. They will lead on the development and delivery of a communication and marketing strategy, strategic and business planning documents. They will support the President's regular communications to members and will be the lead for GDPR compliance across the organisation.

They will provide routine reports to the BCS Board, Executive and other Committees of the BCS as required.

**Reports to:** CEO

**Direct Reports:** N/A

**Works closely with:** CEO, BCS President, Honorary Secretary, Vice Presidents of the BCS, Senior Managers, Affiliate Society Presidents, BCS Staff, Communications and Marketing Committee (CMC) and other BCS committee members.

**Major responsibilities:**

The Communications and Marketing Manager will:

1. Provide leadership and undertake delegated responsibility for all aspects of the BCS communication and marketing function, plans and priorities on behalf of and with accountability to the BCS Communications and Marketing Committee (CMC), the BCS Executive and Board.
2. Write and then deliver a dynamic communication and marketing strategy and plan in consultation with key internal stakeholders for agreement by the Executive to deliver and support the BCS's 5 year strategic objectives and plans.
3. Write the BCS business plan and strategic documents, including drafting of communications for our external stakeholders to agreed timelines drawing on existing documents and input from officers and managers.
4. Work collaboratively with the Honorary Secretary and Membership and Affiliated Societies Manager leading on proposals as to how we set standards and principles of engagement with members and other large stakeholder groups, ensuring that the BCS is a member-focused organisation, with the needs of members understood across the BCS and that activity to support engagement is proactive, responsive to need, and joined up.
5. Analyse existing member survey feedback, making recommendations for action and communications in light of that feedback and initiate other member-engagement activities as required to inform business initiatives.
6. Support the Education function, Education manager and Committee Chair by developing course and conference literature and marketing materials to meet business needs and strengthen the quality, look and feel of our promotional materials.

7. Work in collaboration with and support the BCS Digital Lead to manage the strategic and operational development of all BCS digital and social media communications channels both internal and external-facing ensuring they are in line with the BCS's overall strategy. This is wide-ranging but includes supporting appropriate use of BCS brand guidelines; management of the BCS websites ensuring: clear transparent processes for its update and maintenance; the creation of dynamic and engaging web content that is data / insight driven, which supports the BCS's communications strategy and is consistent with its brand and publishing workflow and process to ensure information is posted accurately and in a timely way.
8. Provide high level communication support to officers and staff, including advice on marketing, communications, ecommunications and social media and be responsible for ensuring clear and compelling written content for both online and offline channels, including social media.
9. Routinely monitor and manage communication content management arrangements across the BCS's range of communication channels in collaboration with content owners ensuring information is up to date, accurate, high quality and in plain English.
10. Manage communication strategies and requests for ad hoc activities and discrete pieces of work as needed taking the lead as required or necessary.
11. Co-ordinate content across the BCS organisation and lead on content development and drafting of key communications and publications in line with requirements and to set schedules on behalf of the BCS and its officers including: President's member communications, the BCS annual report, conference publicity and course promotions ensuring timelines are achieved and quality is of the highest standard.
12. Determine and manage external input into BCS promotional materials and communications ensuring they are fit for purpose, are delivered on time, are appropriately budgeted for and provide value for money.
13. Review and manage the BCS's press strategy ensuring the system is fit for purpose, appraising different option approaches and making recommendations for action as appropriate. Act as the first point of contact for all press enquiries.
14. Lead on the commissioning of artwork and photography for the BCS Conference and on the production of graphics and materials for exhibition displays; liaising with designers and print houses to manage the production process, ensuring that such material is produced on time and to a high quality.
15. Work collaboratively with the BHF-CRC COO and co-ordinator in respect to communication and marketing activities for the development and promotion of the BHF-Clinical Research Collaborative providing advice and support as needed.
16. Take responsibility for production of materials (digital signage, slides) to ensure consistent branding for the BCS flagship annual Conference and oversee the design and production of marketing materials (flyers, banners etc.) for promotional use at external events ensuring suppliers represent value for money, are within budget, and that materials positively represent the BCS brand.
17. Take lead responsibility in monitoring and evaluating BCS reputation and success of BCS communications, including monitoring press cuttings, journals, social media, and other media.
18. Compile cuttings and details of broadcast coverage for circulation, including to BCS Board of Trustees and other committees.
19. Monitor on-line discussions and social media platforms concerning the BCS, responding and acting where relevant and alerting managers and officers to issues of note.
20. Lead on GDPR compliance across the BCS co-ordinating and reviewing arrangements in place, driving developments and plans to ensure compliance and ensuring that there are clear policies and procedures in place that are adhered to.

21. Work with third parties, officers and staff in support of new activities and initiatives in terms of communication and marketing needs.
22. Manage the delivery of high quality reports to key groups and stakeholders including the Communications and Marketing Committee, Executive and Board.
23. Provide administrative support to the Communications and Marketing Committee ensuring the committee works as intended and in line with its Terms of Reference.
24. Attend other BCS Committees and meetings as required.
25. Manage the communication and marketing budgets.
26. Champion and present the work of the BCS across the organisation using internal communications channels and act as ambassador at other meetings, inductions and other external events.
27. Build networks and strong positive relationships internally and across the range of BCS stakeholders, proactively driving opportunities for enhanced collaboration with Affiliate Societies around communication and marketing activities and services ensuring communications and marketing plans and strategies are joined up where appropriate or as required.
28. Work with relevant colleagues in BCS's partnership organisations including the BMJ in the promotion and marketing of our co-owned Heart journal publications and articles, and with the BHF on areas of shared or common interest.
29. Encourage good practice in internal communications ensuring effective and timely collaboration and discussion with other managers and staff around activities of mutual interest to avoid duplication of work, enable synergies across activities and in order that managers and staff are up to date on relevant activities taking place within other functional areas of the BCS.
30. Ensure effective leadership and management of ad-hoc projects to support new activities and business development, including scoping and due diligence, production of project plans, business cases /proposals and plans for implementation for board approval as directed by the Board, Executive or CEO.
31. Undertake management responsibilities as appropriate acting in line with Management charters and the BCS Code of Conduct and participate in Senior Management team meetings.

The above list of responsibilities is not exhaustive and the post-holder will be expected to undertake other relevant responsibilities as required.

#### **Other Responsibilities**

- Any other duties as may be reasonably expected and which are commensurate with the level of the post.
- Adhere and comply with the provisions of the BCS's Health and Safety Policy.
- Attendance at the BCS annual conference in June.
- Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities.

September 2019

**Terms and conditions**

*Salary:* £38,798k (Grade E)

*Annual leave:* 25 days annual leave plus statutory holidays (full time)

*Other benefits:*

- 35 hour week (may require additional hours commensurate with position)
- Flexible start and end working times around core hours (by agreement)
- Access to a whole range of perks through the Perkbox platform
- Pension scheme (defined contribution – 7% employer contribution)
- Interest-free season ticket loan (following completion of probation)
- Death in Service benefit (3 x salary)
- Employee Assistance Programme
- Individual learning and development needs review and plan
- Free refreshments

In consultation with staff, benefits and policies may be reviewed and changed over time.

## Person specification

*Position:* Communications and Marketing Manager

*Date:* September 2019

<b>General and professional education</b>	<b>Application</b>	<b>Interview</b>
<i>Essential</i> Educated to degree standard or equivalent	✓	✓
<i>Desirable</i>  Chartered member of a professional marketing body / holds a marketing qualification  Educated to degree level in relevant area	✓  ✓	✓  ✓
<b>Experience</b>	<b>Application</b>	<b>Interview</b>
<i>Essential</i> Experience of working in a similar role	✓	✓
Experience of developing comms and marketing strategies across all platforms	✓	✓
Experience of organising and coordinating communications across different functions and forums and with external partners	✓	✓
Expertise in use of and managing social media and ecommunications	✓	✓
Experience of answering enquiries from the media, senior stakeholders, public and others	✓	✓
<b>Skills and Knowledge</b>	<b>Application</b>	<b>Interview</b>
<i>Essential</i>  Excellent communication skills: <ul style="list-style-type: none"> <li>• Excellent written skills with the ability to translate complex and/or sensitive information into accurate, targeted and engaging copy for publication and print to a wide variety of internal and external audiences in a range of formats</li> <li>• An ability to produce well-structured, well-written high-level reports and papers for senior colleagues, the CMC and the Executive to share information and inform decision-making</li> <li>• First-rate verbal communication skills with an ability to present to staff, senior colleagues and stakeholders with</li> </ul>	✓  ✓  ✓	✓  ✓  ✓

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<ul style="list-style-type: none"> <li>• Experience of advising at all organisational levels on communications and public relations issues</li> <li>• Excellent interpersonal and team working skills and ability to relate to people at all levels</li> </ul>	✓	✓
Demonstrable experience delivering successful communications and stakeholder relations strategies, projects and activities	✓	✓
Relevant experience in business development and/or marketing planning and delivery; target focused with the determination to deliver	✓	✓
Good understanding of how to utilise digital and social media communication channels to maximise business and communication potential and an ability to select the appropriate channel of communication and style for information to be presented	✓	✓
A clear understanding of design and production processes and timescales and demonstrates ability to meet them	✓	✓
Focused on driving up standards, improving quality and able to anticipate the requirements and needs of stakeholders to improve delivery and quality of service	✓	✓
Strong planning and implementation skills – able to establish priorities and manage a complex workload in order to meet challenging deadlines, manage multiple work streams simultaneously and achieve the optimum possible results	✓	✓
High level of political understanding, sensitivity and awareness	✓	✓
Ability to demonstrate sound judgement in the context of governance decisions	✓	✓
Ability to quickly assimilate complex issues and information and determine implications and appropriate action	✓	✓
Demonstrates strong influencing skills	✓	✓
Experience of dealing and building relationships within a team and organisation, and with a wide range of external stakeholders setting up opportunities to consult key people when important decisions are to be taken	✓	✓
Ability to generate and implement ideas – creative and inventive	✓	✓
An ability to proactive, collaborative and flexible approach to work	✓	✓

Ability to train colleagues and convey complex points and processes simply	✓	✓
Takes ownership of situations and accepts responsibility for making decisions or taking action	✓	✓
Resilience, flexibility, and ability to cope with pressure, a demanding workload, and rapid change	✓	✓
A positive can-do approach and ability embody appropriate leadership attitude and behaviours and lead by example	✓	✓
<b>Other</b>		
<i>Essential</i> Able to travel in the UK away from home several times per year including the BCS annual conference in June which all BCS staff are required to attend	✓	✓
<i>Desirable</i> Basic knowledge of the NHS		✓
Experience of working in a membership based organisation with both executive and non-executive officers	✓	✓
Membership of a relevant professional body	✓	
Strong external professional networks / contacts of benefit to this role and areas of responsibility	✓	✓
Experience of writing a Communications and Marketing strategy	✓	✓
Experience in a Management or leadership role	✓	✓