



Royal College of Anaesthetists

## Associate Director of Marketing and Communications

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Directorate: Membership, Media and Development  
Reports to: Director of Membership, Media and Development  
No. of Direct Reports: Up to 4  
Grade: 2

### 1.1 Job purpose

As part of the Membership, Media and Development directorate, this role will direct the Marketing and Communications Team in its key role of integrating messages from all College workstreams, weaving them into one compelling and engaging narrative, that raises understanding as well as the profile of the College and its products and services to internal and external audiences around the world.

This role is responsible for the development and delivery of a marketing and communications strategy that has clear objectives, is based on stakeholder research and insight, has a credible delivery plan and clear evaluation metrics.

Leading on the College's agenda to promote its work, services and products you will take responsibility for balancing a marketing mindset with the need to ensure we remain visibly supportive of and relevant to our membership and strengthen our communication across all communities and regions, whilst protecting the reputation of the College.

### 1.2 Key tasks and responsibilities

#### Marketing and Communications

- Contribute to the development of the marketing and communications strategy that has clear objectives, is based on stakeholder research and insight, has a credible operational plan for delivery and clear evaluation metrics
- Lead the delivery of proactive and reactive marketing and communications for the College – across earned, owned and paid media in all its forms
- Lead and prioritise the cascade of strategic messages and engagement across the College's communications channels
- Lead all marketing and communications activities for both internal and external audiences, working with other teams from all directorates
- Lead internal communications across all College departments
- Preserve the RCoA brand, monitoring its use and delivery
- Identify, advise on and enact plans to address reputational risk
- Ensure effective media relations, including the delivery of articles and speeches
- Deliver growth of College products and services through their promotion
- Responsible for all corporate communications; ensuring communications are delivered on time, with a high degree of quality and professionalism
- Ensure quality and consistency of messages and visual identity
- Continually evaluate and develop the College's communication output
- Develop and maintain a stakeholder management approach to communications and marketing, ensuring frequency of message and communication channels are effective

- Ensure self and team are kept current in evidence-based practice in relation to marketing and communications, including digital advertising and delivery

#### Membership, Media and Development Leadership Team

- A proactive and collaborative member of the directorate, embodying the College's values and leading by example
- Work collaboratively with the Director and the two other senior team leaders in the directorate, in support of shared objectives
- Oversee the development of team sub-strategies that support the College membership as well as its charitable and strategic aims
- Monitor and report key performance indicators against strategic and operational objectives to inform decisions and future plans
- Negotiate and manage contracts as appropriate to deliver value for money and superior service

#### Support for the Director

- Deputise for the Director on agreed areas of delegated responsibility
- Prepare papers, reports and advice for College Boards, Trustees, Council as required
- Contribute to College policy
- Support on commercial development and opportunities for promotion, including contribution to competitor analysis, assessments of best practice, and future opportunities
- Contribute to process improvement, both within the Marketing and Communications Team and within other College teams

#### Financial and Asset Management

- Manage the team and project budget(s) for the Marketing and Communications Team

#### People Management, Relationships, Collaboration and Team Working

- Strategic leadership and direction of the Marketing and Communications Team
- Provide aspirational leadership, ensuring the team members are well motivated, trained, monitored and supported to deliver excellent outcomes in their work
- Provide direction, support and constructive feedback for team members through regular 1:1 meetings
- Develop effective relationships with directorates across the College, including Council and Committee members
- Conduct appraisals with team members setting objectives aligned to College commitment and values as well as the directorate and team strategy
- Build a collaborative, mutually supportive and high performing team
- Encourage and support team members' personal development
- Manage underperformance effectively through open, transparent and consistent processes

#### Any Other Duties

- Represent the College on specified inter-Collegiate and appropriate stakeholder meetings
- Any other projects or work as reasonably required by the Director
- Occasional overnight or day visits to meeting venues outside London
- Ensure compliance with the Data Protection Act 2018 and other statutory or regulatory data requirements

### **1.3 Qualifications, skills, knowledge and experience**

- Leadership and management experience within a similar role and/or organisation
- An evidence-based approach to marketing strategies

- Experience in producing and implementing communication and marketing strategies
- Experience in gaining results through digital communications
- Experience in negotiating and managing contracts
- Experience in implementing continuous improvement of systems and processes
- Experience in budget production and management
- Experience in working effectively in remote teams
- Ability to manage time, including being able to work to multiple deadlines, whilst maintaining an eye for detail
- Ability to draft reports, correspondence and business documents in a clear and professional way
- Demonstrable ability to work accurately, effectively and methodically in autonomous or team-based activities
- Ability to work successfully under pressure, on more than one project at once
- Ability to form good working relationships at all levels
- Ability to make informed decisions and troubleshoot
- Ability to identify areas for improvement and make recommendations for change
- A commitment to maintaining high customer care standards and upholding organisational values
- Excellent interpersonal and communication skills, both written and oral, with an ability to engage effectively with a range of internal and external stakeholders
- Excellent negotiating and influencing skills
- Good working knowledge of Microsoft Office products
- Educated to degree level, or equivalent experience

Signature: .....

Name: .....

Date: .....