



## **JOB DESCRIPTION**

### **DIGITAL MARKETING PROJECT MANAGER**

Location: London  
Reports to: Head of Digital Marketing and Communications  
Responsible for: Digital marketing SEO UX and UI  
Grade: 5

#### **Who we are**

We are the RPS, the professional membership body for pharmacists and pharmacy in Great Britain.

Our mission is to put pharmacy at the forefront of healthcare. Our vision is to be the world leader in the safe and effective use of medicines.

#### **What we do**

Since RPS was founded in 1841 we have **championed** the profession and are internationally renowned publishers of medicines information.

We **advocate** for the profession of pharmacy putting them at the forefront of healthcare through influencing policy at a local, regional, national and international level.

We **publish** high quality standards, guidance and reference sources to support all healthcare professionals deliver the safest and most effective care for the people they serve.

We support our members to **develop** their skills and provide guidance and advice to help them progress through their professional career.

Together, we are pharmacy.

#### **How we work**

Our **Behaviours** guide the way we act:

**Be inspiring:** We inspire advances in pharmacy practice to deliver our Vision. We work together as one team towards a common goal.

**Be relevant:** to each other's needs and those of our members, the pharmacy profession and the public.

**Be empathetic:** to the challenges our colleagues and members face.

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## **JOB PURPOSE**

In this role, you'll be bridging the gap between marketing, creative, tech and implementation. You will be a functional expert in digital marketing, who thrives on planning and implementation. Although you will appreciate creative work, your purpose is to work with the team to get things done.

As our lead for digital marketing you will take responsibility for the full range of performance marketing activity, including email, PPC, Google Ads, affiliates, display, and SEO.

Using a data-driven approach you will drive both brand awareness, product engagement and ultimately purchase and renewal of subscription.

The successful candidate will be planning and managing the delivery of marketing and small scale tech projects including

- Data informed test and learn approach to continually improve marketing performance
- acquisition campaigns using agile methodology working with an in house team and outsourced agencies,
- retention of our existing customers as they progress through their careers with different needs working with an in house team and outsourced agencies,
- the continued development of our website to improve conversion,
- Improving our customers digital experience working with in-house UX and UI experts.



**What we are looking for:**

- Ability to work both independently and collaboratively with teams and peers - under minimal supervision /guidance
- Builds consistently productive relationships across other functions/departments
- manages effective communication across multiple work streams
- Strong team player, project and people manager - with a positive can-do attitude
- Ability to combine an innovative and creative approach with a commercial and practical mind
- Able to multi-task, juggling multiple priorities and stakeholders
- Self-motivated, able to work well under pressure and in a fast-paced environment
- Educated to a degree level, with fluency in written and verbal English, with attention to detail
- Comfortable working within healthcare environment

**MAIN ACCOUNTABILITIES**

Planning and delivering, (with and through the team),

1. our retention programmes for key segments of our membership according to career stage
2. all acquisition activity across all customers segments



3. promotional campaigns for new products and services to drive demand playing a lead role overseeing the delivery of product and marketing tech projects, using an agile methodology
4. Project management across all work streams, developing critical paths and schedules to meet timings and deliver on objectives
5. Managing project progress; updating clearly and effectively to all stakeholders
6. Work cross-functionally and collaboratively to ensure clear communication and consistency and execution of tasks
7. Supporting and influencing others to ensure productivity and results
8. Managing the internal delivery and when required outsourcing as well - helping to manage the workload
9. Develop internal processes across functions to improve workflow and quality of output where necessary
10. Troubleshooting issues throughout the team
11. Continuously improving all aspects of team performance, both on a personal and group level.
12. Maintaining a positive and collaborative persona in the face of adversity including a can-do attitude.
13. Creating or supporting the development of marketing campaigns development, allowing for continual improvement to ensure delivery

**This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.**



## **SUCCESS MEASURES**

- Increase in acquisition of new members
- Growth in conversions on goals attributed to marketing channels measured through GA
- Increased engagement and service and product usage
- Budgets managed
- Projects delivered on time
- Continuous improvement process in place
- Increase in retention through improved onboarding UX and digital engagement
- Successful self-development programme in place linked to personal development objectives

## **KNOWLEDGE & SKILLS FOR THIS JOB**

- 2+ years' experience in Project Management
- At least 5 years working within a digital marketing environment, preferably within a digital marketing agency
- Proven project management skills showcasing organized and skilled management across multiple work streams & various methodologies - with online platforms (not excel spreadsheets)
- a deep understanding of all digital marketing channels including
  - PPC
  - EDM
  - SEO
  - Social media advertising
- Ideally worked within an agile SCRUM environment - using platforms such as Jira
- the ability to run multiple, diverse work streams collectively

# ROYAL PHARMACEUTICAL SOCIETY



- the ability to adapt in a fast paced, changing environment and will thrive working to deadlines
- an innovative and creative approach to problem solving
- Working within an e-commerce b2c subscription product / membership would be preferable
- Knowledge of key technologies and their applications.