

JOB DESCRIPTION

Head of Marketing

12 Month FTC

Location: London
Reports to: Director of Sales and Marketing
Responsible for: Marketing Executives
Grade: 5

Who we are

The Royal Pharmaceutical Society is the professional leadership body for pharmacists and pharmacy in Great Britain. We are here to put pharmacists at the forefront of healthcare and to help ensure the country is the safest place to use medicines.

What we do

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.

How we work

We are:

- **Relevant** to the needs of our members, the profession and the public
- We are **empathetic** to the challenges our members face in always doing their best for patients and the public
- We **inspire** advances in pharmacy practice to deliver our vision of the country being the safest place to use medicines

JOB PURPOSE

To provide strategic and operational leadership regarding the marketing and communications of our business. To ensure that high-quality services are delivered effectively, efficiently and consistently, whether it is direct or indirect communications.

The role is responsible for creating, leading and delivering a marketing strategy, that builds brand and product awareness across all regions and market sectors.

The role requires an experienced marketing expert who is able to identify and establish the channels required to capitalise on growth opportunities for all PhP products, as well as the necessary focus to retain customers.

Working effectively with colleagues in the Sales and Product departments is pivotal, as a collaborative approach is essential in a small/medium enterprise.

Leadership skills are a central skill for the success of this role, inspiring, energising and motivating the team are critical to the success of the unit and are therefore a key requirement.

This is an exciting opportunity to transform the presence, usage and brand of our products in a crowded market, by communicating the competitive advantage of our respected brands and drive demand at the top of the sales funnel, as well as reducing attrition.

MAIN ACCOUNTABILITIES

1. **Marketing Strategy.** Work with the Sales and Marketing director to create a strategy that transforms brand presence and values, print and digital product awareness, and solidifies product positioning in key areas.
2. **Strategic and operational Planning.** Working with sales manager and product managers the HOM will define a yearly plan a yearly calendar of marketing activity to support new digital product launches, print releases, events, sector-specific growth and targets, and customer retention. Ensure the year plan is coherent and takes into account budget, resource and clear KPIs for each campaign. Operationally communicating the plan, its purpose and individual responsibilities will be core.
3. **Rebrand.** During 2019 and 2020 lead a project to rebrand the PHP business and its component products, in doing so create a plan that will encompass all facets of rebranding from language to visual identity, evidence our strengths and core propositions, but also seeking to create parity and overlap with the existing RPS rebrand of 2018.
4. **Market intelligence.** Work with product team to research and validate growth sectors in UK and International markets, identify areas for growth and potential risks. Use competitive research and market insights (and competitors' strengths and weaknesses) to inform our marketing messaging and association product positioning. To achieve this you will need to work with the Product Managers to understand competitors' strengths and weaknesses.
5. **Digital presence.** As part of the overall marketing strategy Identify key channels to establish a digital presence that reaches our customer case, existing and prospective.

6. **Create efficiency.** Using marketing automation, digital tools, creating process and eliminating overlap, strive to create a more efficient department that allows us the time to engage with customers more regularly.
7. **People management.** Oversee the marketing team directly but also foster close relationships with sales, product and the RPS marketing functions.

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

- Successfully rebrand PHP
- Establish clear language for identity, proposition and value
- Continual improvements in reach, engagement and promotion of PhP/BNF products
- Continual improvements with inbound marketing enquiries and search engine optimisation
- Established digital presence, creation of measured and tracked digital engagement
- Accurate and well prepared forecasts and budgets

CORE RESPONSIBILITIES FOR THIS JOB

- Personal responsibility
- Managing and developing people
- Managing budgets and resources
- Achieving results/delivering performance
- Problem solving

BEHAVIOURAL COMPETENCIES

Behavioural competency	Level required – ops, mgr, senior mgr
Strategic perspective	Senior Manager
Delivering a member and customer focussed service	Manager
Communication	Senior Manager
Planning and organisation	Manager
Openness to change	Manager
Negotiating and influencing	Senior Manager

KNOWLEDGE & SKILLS FOR THIS JOB

- **People Management.** An experienced and confident people manager. The skills and experience required to organise and motivate a team must be demonstrable.
- **Domain knowledge.** Subject matter expertise Graduate level with a marketing qualification. Proven experience gained within a Publishing, B2B Software space. Qualification in digital marketing from a recognised institution e.g. CIM, IDM.
- **Commercial.** Experience of researching markets and building competitive analyses. Be able to create marketing goals and KPIs.
- **Digital marketing.** Senior experience of working with all digital channels , expertise in strategy and process creation
- **Creative.** Very strong written and verbal communication skills, charismatic presenting/selling of a story via written word, events, online etc. Experienced in user experienced design for marketing sites.
- **Technology.** Experience in SalesForce, Google digital marketing tools, Net Promoter Scores and marketing automation software