



## **JOB DESCRIPTION**

### **MARKETER – CONTENT**

Location: London  
Reports to: Marketing Manager  
Grade: Grade 3

#### **Who we are**

We are the Royal Pharmaceutical Society, 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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#### **INTRO**

- Do you want to be part of a great vision and department transformation?
- Are you a customer-first marketer with a clinical background, who understands how great content, in the right format, shared in the right place and at the right time can affect the bottom line?
- Are you constantly thinking about how great content marketing makes a person stop, read, think and behave differently?
- Is your current content marketing strategy having a positive impact on your prospects and customers?



- Are you continually thinking of creative and innovative ways to market to your existing customers?
- Have you given what you can in your current job and are now ready for the thrill of creating something new?

## **If these questions appeal to you, we should meet, read on...**

This is a truly exciting role - we are seeking an experienced, proactive and entrepreneurial content marketer, to join our expanding marketing team. A clinical background is highly desired, in order to create messaging aimed at healthcare professionals. Reporting to the Marketing Manager, you will help create and establish content marketing best practice across our business globally.

You will be responsible for our content marketing strategy and implementation across our product portfolio. This is a full-time role covering multiple channels including web, email, paid media, social and digital PR. Our aim is to drive a content marketing programme focused on customer acquisition, nurturing, conversion and retention – with a focus on the right content, at the right place in the customer journey.

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## **JOB PURPOSE**

Owns the content marketing strategy and implementation including web, email, paid media, social and PR. Drives a 360-degree programme focused on customer acquisition, nurturing, conversion and retention. Has a clinical background and will apply that knowledge and experience to create impactful content marketing pieces for clinical audiences.

## **MAIN ACCOUNTABILITIES**

- 1. Develop the content marketing strategy.** Create a content marketing plan aligned to the overall marketing and digital strategy. Ensure appropriate content is developed for a variety of campaigns across our digital and print products, relevant to a range of customer profiles. Work with the team to implement a content strategy that supports data enrichment, lead nurture and customer retention campaigns.
- 2. Create exciting content.** Research topical subjects that capture the attention of our target markets, and create content that taps into this interest. Develop SEO-optimised content pieces that drive traffic to our website, through a range of different formats. Use your clinical experience to make sure content is clinically relevant, accurate, and speaks to the different personas we are targeting.
- 3. Customer journeys.** Understand the customer journey and how different types of content, at different stages, can influence customer behaviour. Determine the best use of content during lead capture, nurture, on-boarding, retention and so on, make recommendations and implement best practice in sharing content at these different stages.
- 4. Campaign delivery.** Support the Campaign Marketer in creating the most effective content for campaigns. Increase our brand awareness through our content marketing efforts and drive improved engagement. Proactively suggest areas for improvement based upon learning.
- 5. Measurement, analysis and reporting.** Work with our Insights Manager and Marketer – Digital Channel Performance to determine and agree KPIs to continually measure and evaluate the success of content on the website (SEO and engagement), as part of customer journeys, and in campaigns. Take the results and optimise to better meet the KPIs, continually making improvements and



measuring the impact. Work with the Insights Manager to produce regular reporting to measure success against KPIs.

- 6. Competitor and market intelligence.** Monitor and gather intelligence on how competitors and leaders in other markets use content to achieve marketing goals – from website content, newsletters and blogs, to whitepapers, social media and in customer journeys. Proactively advise the team on how on how we can improve our customer experience through great content.

**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 CRITERIA**

- Growth in website traffic and engagement as a result of optimised content
- Continual improvement of lead generation, nurturing and retention through engaging, content-based customer journeys
- Demonstrate the positive impact of effective content
- Positive brand recognition and consistency across all channels
- Increases in key search engine keyword rankings and improved search visibility
- Website and social media traffic growth and engagement metrics
- Improved conversion metrics across lead generation and nurture, and greater customer retention
- Produce reports to demonstrate analysis and learning from content marketing activity

**CORE RESPONSIBILITIES FOR THIS JOB**

- Personal responsibility and organisational skills  
Managing budgets and resources  
Achieving results/delivering performance
- Problem solving and eye for detail

**BEHAVIOURAL COMPETENCIES**

<b>Behavioural competency</b>	<b>Level required – ops, mgr, senior mgr</b>
Strategic perspective	Operations
Delivering a member and customer focused service	Operations
Communication	Manager
Planning and organisation	Manager
Openness to change	Operations
Negotiating and influencing	Operations