



JOB DESCRIPTION

MARKETING EXECUTIVE

Location: London
Reports to: Marketing Manager
Grade: 3

What we do

We support pharmacists in their education and development, promote pharmacy in the media and government, and lead the way in medicines information across Great Britain and around the world. Our **mission** is to put pharmacy at the forefront of healthcare. Our **vision** is to become the world leader in the safe and effective use of medicines.

Our values

At the core of our culture, our Values Focus, Agility, Quality, Collaboration and Respect describe the way we work to achieve our organisational goals. We believe people don't need to be fixed to their desk to achieve great things, so we offer flexibility to our people in how they do their work wherever possible, to bring out the best in everyone and provide an inclusive working environment.

Leadership in pharmacy

We define best practice for pharmacy professionals and help them achieve this through professional development, career support and training. We are here to support professionals with the challenges of pharmacy practice, and advocate for the role of pharmacy by setting professional and ethical standards, producing policy papers and responding to consultations with government and industry.

Publishing

We're the world leaders in evidence-based pharmaceutical publications and guidance. Pharmacists and other healthcare professionals trust us to provide expert analysis, educational support, webinars and news that informs, supports and enhances their practice. We independently source, evaluate, and communicate and make practical medicines knowledge accessible worldwide.

Central Services

We support the organisation to achieve its goals by providing people, technology, facilities and financial services.

Our governance and leadership

Our Assembly provides overall governance and strategic direction for RPS. Our three National Pharmacy Boards provide advocacy, support and strategic leadership for pharmacy practice and developments within England, Scotland and Wales. The Pharmaceutical Press (PhP) Board advises the Assembly on the direction and approach of Publishing, while our Executive Team look after every aspect of our operations.

About Pharmaceutical Press

Pharmaceutical Press is the Royal Pharmaceutical Society's (RPS) knowledge business. Established in 1841, we invest all our resources into creating world-class tools that promote best practice in medicines.

Digital and in print, independent and expertly curated, publications include the British National Formulary, Martindale: The Complete Drug Reference and Stockley's Drug Interactions delivered through MedicinesComplete. We also publish Pharmaceutical Journal, the official RPS member journal.



JOB PURPOSE

To work within the Pharmaceutical Press marketing team. The Marketing Executive is to champion the voice of the customer, putting customers and users at the centre of marketing strategy. Support the sales team by generating high quality leads, optimising customer engagement and retention. To build strong relationships with colleagues across RPS to exploit opportunities and create efficiencies for the benefit of the customer.

MAIN ACCOUNTABILITIES

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.

- Understand our audience profile, professional challenges and information needs, and articulate how our publications serve to support them
- Create and deliver an annual marketing plan, budget and timeline aligned to the marketing strategy to meet lead and attrition targets
- Generate marketing qualified leads through integrated multi-channel marketing activity, by generating interest, awareness and demand for Pharmaceutical Press information. Including website, email, search, social, events, external advertising and partnerships
- Nurture relationships with prospects, customers and users with targeted personalised automated marketing campaigns
- Deliver multi-format marketing assets including email templates, landing pages, forms, long form content, infographics, video and graphics, in partnership with third parties or using in-house marketing technology. Embodies the Pharmaceutical Press marketing language and style in all communications
- Measure, analyse and report on marketing activity effectiveness
- Create a consistent first-class customer and user experience
- Attend marketing conferences and exhibitions to support marketing campaigns and elevate brand awareness of our core and specialist resources
- Identify opportunities to improve effectiveness and create efficiencies through process improvement
- Contribute to the new product development process through partnership with Editorial, Product Development and Technology teams
- Understand the external factors affecting marketing strategy including competitor activity, governmental policy and healthcare trends
- Manage a budget



SUCCESS MEASURES

- Deliver target lead volume and quality, to support achievement of budgeted sales revenue
- Meet target attrition rate
- Demonstrate connection between marketing effort and achievement of sales revenue
- Maintain an effective relationship with Sales, Editorial, Product Development and Technology teams

KNOWLEDGE & SKILLS FOR THIS JOB

- Ability to think and act strategically
- Good written and verbal communication skills.
- A writer of impactful copy
- Employs strategies to move leads through a marketing funnel
- Commercial acumen to develop sales-led marketing initiatives
- Interprets and works with numbers
- Excellent attention to detail and highly organised with strong project management skills

DESIRABLE

- Experience working with Salesforce/Pardot
- Experience working with WordPress website content management system (CMS)
- Knowledge of User Experience (UX) best practice
- Experience in using of Search Engine Optimisation (SEO) best practice to increase visibility and ranking
- Ability to test strategies against a control to continue learning
- Knowledge of the healthcare profession

June 2022