Job description

Job title: Marketing Officer
Grade: Level 4
Directorate: Strategic Communications and Engagement
Section: Marketing Communications
Location: Either Manchester, London, Belfast, Cardiff or Edinburgh
Reporting to: Marketing Communications Manager

Job purpose

As Marketing Officer in the team, you will lead on creating and managing strategic marketing plans for a range of GMC products and services. Your innovative plans will be based on insight and evidence of what works with our audiences and be multi-channel and digital first - website, social media, e-bulletins, print and publications, advertising, and events.

As a member of the Strategic Communications and Engagement directorate, you’ll build relationships across the GMC to understand our corporate priorities and proactively advise on our marketing approach, acting as brand champion and internal ambassador for our target audience groups.

Main responsibilities

1. Support strategic priorities through the creation, delivery, management and reporting of relevant and targeted marketing plans based on marketing research and audience insight.

2. Work with services to understand our offer and set, plan and deliver on marketing objectives where, when and how our target audiences are most likely to engage: the website and social media, e-bulletins, print and publications, advertising, and events.

3. Work closely with colleagues across the organisation, to champion our user and digital first approach, creating marketing content in line with our branding, editorial style and tone of voice. You’ll also support and train staff to apply these guidelines and to recognise the value that they add.
Create engaging and accessible content appropriate to each channel ranging from digital advertising and social media, to publications and multimedia (such as video and photography), as well as flyers and events marketing.

Carry out market and audience research and provide support to large scale market research projects. Carry out regular user testing, monitoring, benchmarking and evaluation of the effectiveness of marketing activities, to make sure we’re meeting the needs of our audiences.

Work with the Audience Insight Officer and with other colleagues across the organisation to analyse marketing results and trends and adapt plans to meet ongoing targets and objectives. Report to services and senior management the outcomes of marketing plans, providing recommendations for improvements and different approaches where relevant.

Apply the GMC’s customer service principles to marketing activities – dealing effectively with queries or complaints from external and internal customers.

Apply the GMC’s equality, diversity and inclusion principles in marketing work, making sure that the diverse nature of our audiences is represented appropriately in marketing collateral and in market/audience research.

Develop briefs for agencies, designers, printers and other external suppliers, and work with them to deliver agreed services on time and within budget. Work with colleagues across the organisation including Information Systems, Finance and Procurement to deliver a high quality marketing service and value for money.

Manage and organise meetings. Prepare and issue paperwork in a timely manner including plans, risk logs, budgets, agendas, minutes and actions, and status reports.

This role may require travel within the UK from time to time and may require some overnight trips.

Any other reasonable duties as may be assigned from time to time.

June 2019
Key skills

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Key skill 1 – technical knowledge and skills

a  Demonstrable experience in a marketing communications or similar role, with a sound understanding of best practice techniques.

b  Experience in setting SMART marketing objectives and developing and implementing successful integrated and strategic marketing plans. A creative thinker with a track record in identifying target audiences and devising digital first marketing campaigns that engage, inform and deliver results.

c  Experience of researching, writing and delivering a broad range of marketing content to different audiences, using a variety of channels. The intellectual ability to understand complex policy so that written work is produced in an informed and accurate way according to user-centred content principles.

d  Experience in carrying out market and user research using quantitative and/or qualitative methods, in presenting/reporting on research results, and in suggesting appropriate action based on research results.

e  Experience in devising and delivering digital marketing plans using the latest tools and techniques including Google Analytics, Google Adwords and social media advertising.

f  Experience of developing briefs for agencies, designers or printers, and of managing relationships with these and other external suppliers making sure projects are delivered in time and within budget.

g  Advanced IT skills and proficient in using and administering content management systems and digital marketing platforms. Knowledge of MS Project (or other
project management tools), MS Teams, Photoshop, WordPress and analytics tools an advantage.

**h** Strong social media knowledge and well-versed in social media marketing and online community management.

**i** Good budget management skills.

**j** Experience in multimedia content production, such as video, is desirable.

**k** Experience in organising events an advantage.

**Key skill 2 – communications skills**

**l** A good communicator with strong negotiation skills and the ability to confidently communicate own ideas to others.

**m** Excellent writing and editing skills with a successful track record in producing marketing content for a range of audiences and communication channels, using clear, concise and accurate plain English. Ability to write in a variety of styles in line with organisational tone of voice and brand guidelines. Experience of SEO and SEO copywriting an advantage.

**n** A clear understanding of how to tailor communications materials to audiences' needs and preferences to convey messages most effectively. This includes meeting the needs of people who need reasonable adjustments for accessibility reasons (eg impaired eyesight, learning disabilities, screenreader users).

**o** Appreciation of the importance of internal communications and engagement as part of effective marketing communications.

**Key skill 3 – interpersonal skills**

**p** A ‘can do’ attitude, with excellent interpersonal and team-working skills, and a demonstrable ability to develop positive working relationships with internal and external stakeholders and suppliers.

**q** Demonstrable excellent customer service skills in all interactions with internal and external stakeholders.

**r** Experience training others to apply user-centred principles to creating content and to apply tone of voice an advantage.
Key skill 4 – organisation skills

Excellent time management and organisational skills with the ability to work to deadlines and multi-task, while maintaining a high degree of accuracy and attention to detail.

Proven ability to prioritise work effectively, including ability to balance agility in dealing with urgent issues as they arise, without losing focus on important longer term marketing projects or developments.

Key skill 5 – innovation and problem-solving skills

Strong analytical skills with the ability to analyse, evaluate and report on data from a variety of sources to carry out market research and track the success of marketing communications campaigns and activities. Astute in identifying emerging trends and opportunities for improvements and enhancements.

Experience of using monitoring, evaluation and analytics tools essential, and a sound understanding of best practice in research techniques is desirable.

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Terms and conditions

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The following terms and conditions apply to this post.

Salary range

Manchester, Cardiff and Belfast Level 4: £25,548 to £32,031.

Edinburgh Level 4: £28,489 to £35,980.

London Level 4: £31,482 to £39,978.

This is the salary band for the role and the successful candidate will move through this band whilst in the role. We look to appoint successful candidates towards the bottom of the salary band.

Annual leave

25 days a year, increasing by one day for each year of service up to a maximum of 30 days. You are required to use up to two of these days should the GMC decide to close its offices over Christmas.

Pension

Our workplace pension is the GMC Group Personal Pension Plan, which is operated by Aviva. This is defined contribution scheme where members receive a 15% employer contribution. There is no requirement for you to make an employee contribution, however you may wish to consider which rate you would like to make, which will be deducted from your monthly salary under our salary exchange arrangement. You can choose to join the pension scheme as soon as you start work at the GMC. But if you don’t opt in straight away, you will be automatically enrolled if you are eligible and most people working at the GMC will be eligible. If
you are automatically enrolled, but you don’t want to stay in our pension scheme, you do have the right to opt out.

**Other benefits**

Private medical insurance with AXA PPP. Health checks with BMI Health Services. Employee assistance programme with AXA ICAS. Cycle to work scheme.

**Hours of work**

35 hours a week, 9:00 to 17:00, Monday to Friday.

**Location**

Either Manchester, London, Belfast, Cardiff or Edinburgh. Some travel to other locations will be required.