



ROYAL COLLEGE OF  
PHYSICIANS AND  
SURGEONS OF GLASGOW

**Creative Manager**  
**35 hours per week - permanent**  
**Glasgow**  
**Salary grade 5 - £32,542**

**The College has introduced hybrid working which enables employees to work from both their home and in the College. As part of this arrangement, employees will be required to spend at least 50% of their working time in the College, with the days being subject to the needs of the business.**

The Royal College of Physicians and Surgeons of Glasgow is a worldwide community of inspiring health professionals working together to advance the profession and improve patient care. Together we're a force for good, determined to make a positive difference, and passionate about speaking up for the profession.

Our community is made up of the expertise and experience of our 15,000+ outstanding, hardworking members, supported by over 100 College staff. Together, our clinicians, all of whom give their time freely to the work of the College, and staff are committed to providing an innovative, relevant and inspiring programme of activity across the College, with the ultimate aim of enhancing patient safety.

With care and compassion at our core, our work is guided by our values of inclusivity, integrity, community, innovation, and inspiring, and we are committed to living these values and behaviours through the way we work and interact with each other. The College promotes an agile, flexible workforce and while this is a full-time post, applications from individuals seeking part-time, job-share, or flexible working arrangements are welcome.

### **The Role**

The Creative Manager will create effective marketing campaigns and materials to promote the College to a range of target audiences. With design, art direction and copy writing skills, the Creative Manager will be able to work on briefs across a variety of topics and, with the support of an in-house graphic designer, create and produce powerful and impactful campaigns.

The post holder will be responsible for managing the creative production schedule. They will lead on the creation of effective campaigns and marketing materials across all communications channels ensuring consistency of messaging, brand and identity which meet the College's strategic objectives.

The Creative Manager will develop an excellent understanding and knowledge of College members, target audiences and stakeholders and will produce content for use across multiple communications channels. Reporting to the Senior Marketing Manager (and Deputy to the Director of Strategic Marketing and Communications), the Creative Manager will coordinate and manage high quality content that will inform and facilitate engagement with the College.

The Creative Manager will have line management responsibility for the in-house Graphic Designer who will produce artwork and materials for the campaigns and marketing materials as briefed by the Creative Manager. The postholder will also work closely with all members of the Strategic Communications and Marketing team.

## About You

The post holder will require the following:

- A degree level education in a creative discipline or a related subject (desirable)
- A minimum of three years' experience in a creative role with art direction experience
- Proven track record in creating effective creative campaigns
- Excellent communication skills, both written and verbal, creative campaigns from brief to delivery.
- Confident planning and project management skills, ability to prioritise and manage multiple projects ensuring deadlines are met
- Excellent interpersonal and influencing skills with stakeholder management
- Knowledge/experience of working in a membership/academic environment would be a distinct advantage
- Highly competent in use of Microsoft Office suite
- Demonstrable experience of print and digital design principles.
- Skilled at developing strong relationships and managing external suppliers.
- Experience using Adobe Creative Cloud. Specifically: InDesign, Photoshop, Illustrator and After Effects.

## Benefits

40 days holiday

Pension

Life Assurance Benefit

Enhanced Sick Pay, Maternity, Paternity and Adoption pay

Wellbeing Benefit

Cycle to Work Scheme

Successful candidates will have the requisite ability and experience to meet the specific requirements of the post. If you believe you have the skills to be part of our team then apply by submitting your CV, with a covering letter and Equal Opportunities Monitoring form (available from our website) **via S1jobs**

**The closing date is Friday 23<sup>rd</sup> June at 12 noon. However, we will assess applications as they are received and call successful applicants for interview. Therefore, the closing date may be brought forward without notice.**

If you have any queries please contact [HR@rcpsg.ac.uk](mailto:HR@rcpsg.ac.uk)

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