



Job description

Section 1: Description

Job title:	Digital Marketing Officer
Location:	Communications and Marketing
Reports to:	Marketing Manager
Salary:	Grade 4- £31,109 per annum (FTE), pro rata for 21 hours per week.
Contract:	(0.6FTE), fixed term
Date:	June 2026

Section 2: Job purpose

The Digital Marketing Officer will play a key role in the delivery of strategic digital marketing activity for the College. They will coordinate the planning, delivery and optimisation of paid digital campaigns and email marketing activity to raise the College's profile, engage target audiences and support organisational objectives.

They will coordinate paid marketing activity across key social media and digital advertising platforms, including Instagram, Facebook, LinkedIn and Google Ads. This includes planning and executing campaigns, monitoring performance and continually optimising activity to maximise engagement, conversions and return on investment.

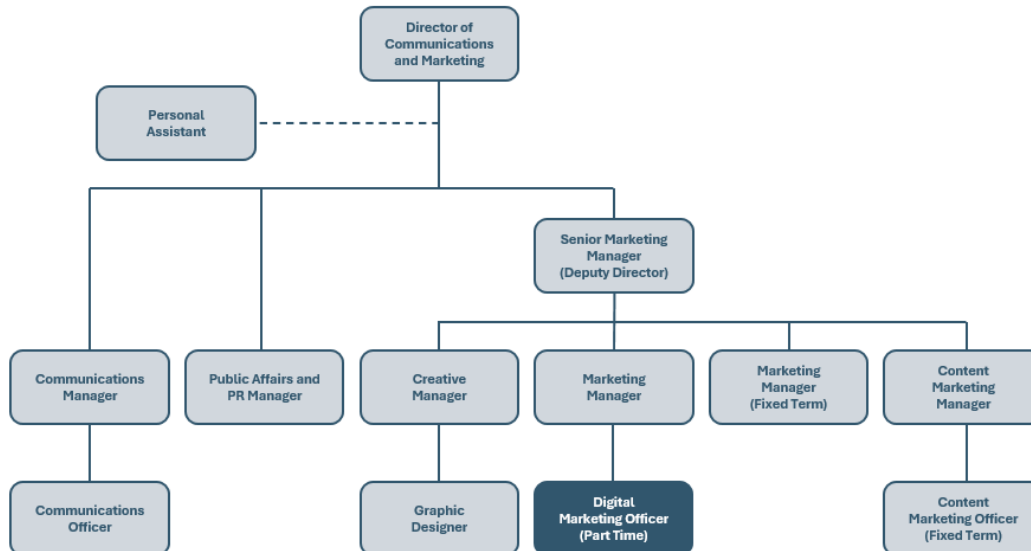
The role will support the delivery of a high volume of targeted email marketing campaigns, helping to coordinate and implement communications through the College's email service provider to promote courses, events, membership and other College offerings.

They will monitor campaign performance against KPIs and contribute to regular reporting and insight to inform future marketing activity.

The Digital Marketing Officer is part of the Communications and Marketing directorate and reports to the Marketing Manager.



Section 3: Organisational chart



Section 4: Main responsibilities and role

- Develop a strong understanding of the College’s target audiences, both nationally and internationally, using insight and analysis to inform effective digital marketing activity.
- Plan, deliver and optimise paid digital marketing campaigns across key platforms (including Instagram, Facebook, LinkedIn and Google Ads) to support the College’s strategic objectives and reach priority audiences.
- Coordinate and deliver targeted email marketing campaigns through the College’s email marketing platform, including segmentation, automation and optimisation to maximise engagement and conversions.
- Write, edit and proofread copy for digital marketing activity, ensuring a very high editorial standard.
- Develop and optimise the segmentation and targeting of emails, ensuring compliance with regulation such as GDPR.
- Work closely with colleagues across the Communications and Marketing directorate to ensure digital campaigns support wider marketing activity and organisational priorities.
- Collaborate with the Content Marketing Manager and Content Marketing Officer to ensure digital marketing activity supports website traffic, user engagement and conversion.
- Monitor and evaluate campaign performance using digital analytics tools and platform insights, using data to optimise campaigns and improve engagement, conversions and ROI.
- Develop and track campaign KPIs and contribute to regular reporting on marketing activity, providing insights to inform future marketing campaigns.



- Ensure all digital marketing activity aligns with the College's brand guidelines; maintaining consistency of messaging across all digital output.
- Champion the College's Style Guide, ensuring that all editorial content conforms to it, and support its ongoing development and use across the College.
- Maintain regular, ongoing communications with internal and external stakeholders to keep them updated on marketing communications activity, including outcomes.
- Any other duties that may be reasonably required.

Section 5: Planning and organising

The workload of the Digital Marketing Officer will be varied and time-sensitive, requiring the post holder to plan and prioritise work independently to ensure campaigns and activities are delivered within agreed timelines.

The role will involve coordinating and delivering digital marketing campaigns across multiple platforms, including paid social media advertising and a high volume of email marketing campaigns.

Marketing activity will support a range of College priorities, including membership recruitment, education, events and examinations, and will require coordination with colleagues across different teams. They will also monitor campaign performance and produce regular reports on digital and email marketing activity, using data and insight to optimise campaigns and improve engagement and conversion rates.

Section 6: Decision making

The Digital Marketing Officer will take responsibility for decisions relating to the planning, delivery and optimisation of digital marketing campaigns.

This will include decisions on campaign targeting, channel selection, messaging, scheduling and optimisation to ensure campaigns reach the most relevant audiences and achieve their objectives.

The Digital Marketing Officer will also make decisions based on campaign performance data and analytics, adjusting marketing activity to improve engagement, conversion rates, and overall campaign effectiveness.

Section 7: Knowledge, experience and skill set required

The post holder will require the following:

- A degree-level education (or comparable experience) in marketing, digital marketing or a related subject.



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- A minimum of two years of professional experience in a marketing role.
- Excellent communication skills, with the ability to write clear and engaging marketing copy for digital channels.
- Advanced knowledge of Google Ads, Meta Ads (Facebook/Instagram) and LinkedIn Ads, with experience of planning, delivering and optimising paid digital marketing campaigns across these platforms.
- Demonstrable experience of coordinating email marketing campaigns using an email marketing platform (eg DotDigital, Mailchimp, HubSpot), including targeted campaigns and marketing automation.
- Experience of data selection and segmentation, including working with CRMs.
- Experience using analytics tools such as Google Analytics (GA4) to evaluate campaign performance.
- Effective analytical skills with the ability to monitor and campaign performance, interpret data and optimise activity based on insights and KPIs.
- Experience of coordinating marketing campaigns across multiple channels and stakeholders.
- Strong planning and project management skills, with the ability to prioritise and manage multiple campaigns simultaneously while meeting deadlines.
- Highly developed interpersonal and collaboration skills, with the ability to work effectively with colleagues across different teams.
- Competent in use of Microsoft 365 apps such as Outlook, Teams, Word and Excel.
- Desirable: Experience of working in a membership or academic environment.