ROYAL COLLEGE OF PHYSICIANS AND SURGEONS OF GLASGOW

Job Description

Section 1: Description

Job Title: Content Marketing Manager
Location: Communications and Marketing directorate
Reports to: Senior Marketing Manager
Grade: Grade 5
Date: November 2026

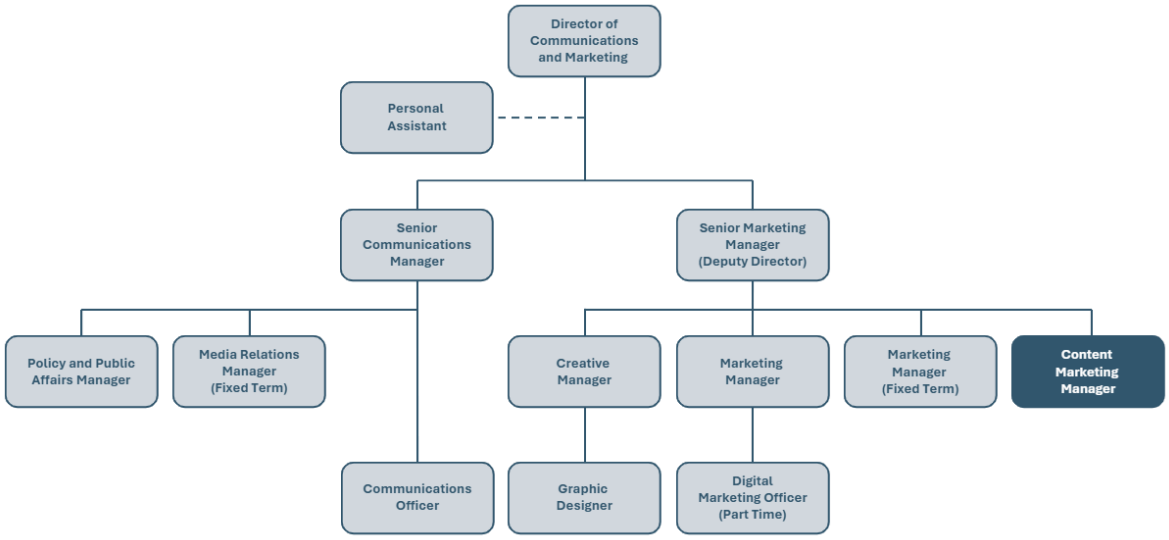
Section 2: Job Purpose

The Content Marketing Manager plays a key role in the development, implementation and execution of strategic marketing for the College. They coordinate marketing communications to raise the profile of the College, to attract interest in the College's core services, and to meet overall strategic objectives.

The Content Marketing Manager is part of the marketing and creative team and reports to the Senior Marketing Manager. They will develop excellent insight into the career journey and profile of our target audiences. Based on these insights, they will devise and implement content marketing activity across online and offline communication channels to promote and attract interest in the key products and services offered by the College. With outstanding communication skills and a high attention to detail, the job holder will confidently lead on writing, editing and proofreading content for our website – implementing the most up-to-date SEO principles – along with other printed marketing materials to inform and facilitate engagement with the College.

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Section 3: Organisational Chart



Section 4: Main Responsibilities and Role

- Develop excellent understanding, insight, analysis and knowledge of the career journey and profile of our target audiences, both nationally and internationally.
- Create insight-based, integrated marketing content to support College strategic objectives and meet audiences' needs. Coordinate activity across all aspects of the College business to enhance website SEO and user experience, resulting in acquisition and retention of Members, event attendees and exam candidates.
- Use an SEO-optimisation tool to optimise webpages to achieve an organic search ranking that is as high as possible and outranks competitors.
- Collaborate with the Web and Digital Manager and digital agency on the build and ongoing optimisation of our new College website. Ensure that content meets accessibility standards. Be responsible for content migration; write and edit copy to be clear and effective; select images; review content edits and support internal stakeholders to contribute high quality content for the site.
- Lead on the creation of long form written marketing collateral such as reports, articles, leaflets and brochures. Contribute to the production of audiovisual content, such as promotional videos.

- Work closely with others in the Communications and Marketing directorate to ensure alignment and consistency of messaging. Ensure all marketing activities conform to brand guidelines and positioning, and champion brand discipline within the College.
- Champion the College's Style Guide, ensuring that all editorial content conforms to it, and support its ongoing development and use across the College.
- Support the marketing of College sub-brands (e.g. Heritage, 1599 at the Royal College Ltd), particularly to uncover stories and develop engaging content.
- Maintain regular, ongoing communications with internal and external stakeholders to keep them updated on marketing communications activity, including outcomes.
- Report on marketing activity using tools like Google Analytics and Looker Studio. Adjust marketing content to drive higher conversion rates, based on data and insight.
- Lead on the management of trackable QR codes and short URLs to support the reporting and analytics of campaign performance.
- Leverage external research and best practice to improve the effectiveness of marketing communications campaigns and initiatives.
- Any other duties that may be required.

Section 5: Planning and Organising

The workload of the Content Marketing Manager will be dynamic and time sensitive, and as such will be required to plan independently to ensure all activities are delivered within set timelines.

They will be responsible for planning and delivering marketing activity aimed at different target groups across all aspects of College business, including membership recruitment, education, examinations, room hire, and heritage activities.

As such, the role demands meticulous planning and organisational skills.

Section 6: Decision Making

The Content Marketing Manager will have a high level of responsibility and will be expected to take decisions directly relating to their core function as required.

This will include decisions regarding style and content to ensure appropriate targeting of key messages to different audiences.

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Section 7: Knowledge, Experience and Skill Set Required

The postholder will require the following.

Essential:

- Degree-level education in marketing, journalism or a related subject, or comparable experience
- A minimum of three years' experience in a professional marketing or communications role
- Excellent communication and editorial skills, with an outstanding proofreading ability and very strong writing skills, particularly writing for the web
- A good understanding of managing and editing webpages using a content management system (CMS)
- Skilled at discovering learnings and insight from data, and making data-driven decisions
- Proven track record in delivering engaging and effective marketing content
- Demonstrable experience of print, email and digital communications
- Confident planning and project management skills; able to prioritise and manage multiple projects ensuring deadlines are met
- Excellent interpersonal and influencing skills
- Highly competent in use of Microsoft Office suite

Desirable:

- Experience of working in a membership or academic environment
- Experience using Drupal CMS
- Skilled at using content management tools such as Surfer SEO, Canva and Monday.com
- Knowledge and experience of paid search advertising using Google Ads and keywords to drive web traffic
- Knowledge and experience of market research and insight