



Job description

Section 1: Description

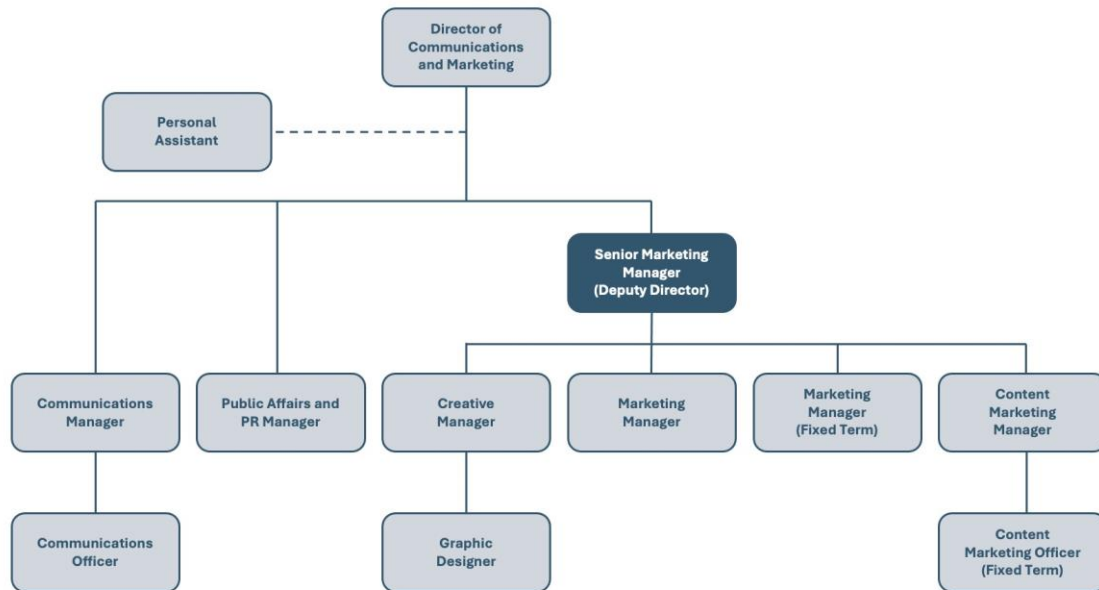
Job Title: Senior Marketing Manager (and Deputy to Director) – Maternity Cover
Location: Communications and Marketing Directorate
Reports to: Director of Communications and Marketing
Salary: Grade 6B
Date: January 2026

Section 2: Job purpose

The Senior Marketing Manager will play a key role in the development, implementation and execution of strategic marketing plans for the College. They will oversee and coordinate marketing communications across all aspects of local, national and international College business in order to raise the profile of the College, to attract interest in the College's core services, and to meet overall strategic objectives.

The Senior Marketing Manager leads the College marketing and creative team (of six) and ensures they have an excellent understanding, insight and knowledge of the career journey and profile of our target audiences nationally and internationally. Based on these insights, they will devise and implement marketing campaigns across multiple online and offline communications channels to promote and attract interest in the key products, services and activities offered by the College. Reporting to the Director of Communications and Marketing, the job holder will manage the creative development, production and coordination of high-quality marketing and promotional materials that will inform and facilitate engagement with the College. The job holder will act as deputy to the Director of Communications and Marketing as required.

Section 3: Organisation chart



Section 4: Main responsibilities and role

- Develop excellent organisational understanding, insight, analysis and knowledge of the career journey and profile of our target audiences nationally and internationally.
- Develop insight based, integrated marketing communication plans that support College strategic objectives.
- Manage the implementation of multi-channel marketing campaigns that build College brand awareness and drive new leads and interests in the College's core activities.
- Coordinate marketing communications across all aspects of the College business in order to attract and retain Members, course attendees and exam candidates.
- Coordinate and manage work across all other College sub brands e.g. Heritage, 1599 at the Royal College Ltd.
- Maintain regular, ongoing communications with internal and external stakeholders in order to keep them updated on marketing communications campaigns, including outcomes.
- Adjust campaign plans and initiatives as required.
- Measure the return on investment of marketing communications across different aspects of the business and the impact of brand awareness campaigns with our Members, prospective Members, and other key stakeholders.
- Ensure all marketing activities conform to brand guidelines and positioning, and champion brand discipline within the College.
- Take responsibility for the effective use of the marketing budget of c.£160K spend annually; ensuring marketing communications campaigns are completed on budget and according to budget guidelines.



- Provide regular status reports on all aspects of the role including budget and return on investment.
- Work closely with others in the Communications and Marketing directorate to ensure alignment and consistency of messaging.
- Leverage industry and marketing communications research and best practice in order to improve the effectiveness of marketing communications campaigns and initiatives.
- Line management responsibility for the Marketing and Creative team.
- Any other duties that may be reasonably required; the job holder will act as deputy to the Director of Strategic Communications and Marketing.

Section 5: Planning and organising

The workload of the Senior Marketing Manager will be dynamic and time sensitive and as such s/he will be required to plan independently to ensure all activities are delivered within set timelines. The Senior Marketing Manager will be responsible for planning and coordinating marketing campaigns aimed at different target groups across all aspects of College business including membership recruitment, education, examinations, room hire, and heritage activities. The job holder plans, line manages, coordinates and prioritises the work of the Marketing and Creative team.

As such, the role demands meticulous planning and organisational skills to ensure a schedule of activity is developed and maintained, and that marketing campaigns are coordinated and run according to set time frames.

Section 6: Decision making

The Senior 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 campaign structure and coordination, style and content, and multi-channel platform use to ensure appropriate targeting of key messages to different audiences. The job holder will act as deputy to the Director of Communications and Marketing as required and will sit on the College Senior Management Team.

Section 7: Knowledge, experience and skill set required

The post holder will require the following:

- A degree-level education (or comparable experience) in marketing or a related subject
- A minimum of three years of professional experience in a marketing management role with line management responsibilities
- Proven track record in delivering marketing campaigns across multiple platforms
- Excellent communication and editorial skills, with strong writing and proofreading skills
- Planning and project management skills; able to prioritise and manage multiple projects ensuring deadlines are met



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- Editorial, design and print management experience
- Demonstrable experience of print, email and digital communications
- Excellent interpersonal and influencing skills
- Highly competent in the use of Microsoft Office 365 apps such as Outlook, Teams, Word, Excel and Forms
- Desirable: Experience of working in a membership or academic environment
- Desirable: Membership of a professional body
- Desirable: Experience of using software such as DotDigital and Monday