

Job description

Marketing Manager – Commercial Events

Vacancy reference	COR539
Grade	6
Location	London
Department	Meetings & Events
Reports to	Head of Commercial Events
Contract type	Full time
Working hours	35 hours a week. Standard working hours between 9am and 5pm, Monday to Friday. Hybrid working – 3 days on site per week, or as required by the needs of the business. Travel to Liverpool – Once a month

Working at the RCP

The Royal College of Physicians is a rewarding and friendly place to work with an incredible history, dating back to our foundation in 1518. We are a professional membership body for physicians with around 40,000 members in the UK and around the world working to improve patient care and reduce illness. Our activities focus on educating, improving and influencing for better health and care.

We work from two main sites – The Spine, a new state-of-the-art building at the heart of the Knowledge Centre in Liverpool, and an iconic Grade I-listed building overlooking beautiful Regent’s Park in central London.

We champion an inclusive culture and welcome applications from all sections of society. We value taking care, learning and being collaborative. These values underpin everything we do.

Join us to help achieve our vision of a world in which everyone has the best possible health and healthcare.

The purpose of your role

As the Marketing Manager for the Meetings & Events team, you will take strategic ownership of all commercial marketing and brand activity for the RCP's award-winning Conference & Events venues: **RCP London Events** and **Spaces at The Spine**, Liverpool.

You will lead the development, implementation and continuous improvement of a modern, insight-driven multi-year marketing strategy that supports income generation, enhances brand visibility, strengthens market position, that aligns with the wider objectives of the organisation.

A key part of your role is to champion and develop a CRM-led marketing approach, ensuring that data, customer insight and automated journeys support our account management and business development strategy across both venues. You will collaborate closely with the business development managers and internal stakeholders to ensure sales and marketing activity is aligned, integrated, and delivers measurable impact.

You will provide line management and leadership to sales & marketing executive(s), empowering them to deliver high-quality, timely marketing activity and supporting their professional development as part of an agile matrix team.

How we'll measure your success

- > Delivery and ongoing optimisation of the marketing strategy, including digital, CRM-driven campaigns and automated journeys.
- > Meeting key marketing performance targets agreed annually (eg lead generation, conversion rate, ROI, brand engagement).
- > Delivery of the annual sales and marketing plan for both venues.
- > Development of innovative, insight-informed campaign ideas to reach and convert key audiences.
- > Consistent production of high-quality collateral and messaging (digital and print), including brochures, case studies and campaign copy that is brand-aligned and sales-effective.
- > Effective line management and development of sales & marketing executive(s).
- > Strength of stakeholder relationships, internally and externally.
- > Delivery of your own objectives (which you'll agree with your manager) – and your contribution to our values and organisational strategy.

What you're responsible for

Strategic Leadership

- > Lead, coordinate and deliver the full marketing programme for the Meetings & Events department, ensuring activity increases brand visibility and drives income generation within agreed budgets.
- > Shape and deliver the digital marketing and CRM strategy for both venues, ensuring alignment with the sales and account management strategy.
- > Provide strategic recommendations to the Head of commercial events on investment priorities, competitive positioning, new opportunities, and cross-venue market development.

- > Provide proactive leadership and direction to sales & marketing executive(s), including coaching, performance management, monitoring progress and supporting their skills development.

Digital & CRM-led marketing

- > Lead the development and delivery of digital marketing campaigns across web, email, social media, SEO, PPC and paid advertising.
- > Develop and evolve the email marketing strategy, working closely with sales & marketing executive(s) to deliver targeted and automated CRM journeys using the organisation's new marketing platform (CIJ).
- > Ensure all CRM activity supports sales pipeline management, account retention and revenue growth.
- > Oversee audience segmentation, data integrity, GDPR compliance and the effective use of insights to improve campaign performance.
- > Develop the marketing strategy to ensure departmental goals are considered across every touchpoint.
- > Design and implement customer journeys with the support of the IT team and Head of Commercial Events.

Brand, content & campaign delivery

- > Act as guardian of both venue brands, ensuring consistency, quality and alignment with RCP brand and house-style guidelines.
- > Keep up to date marketing guidelines and host training sessions as and when required to ensure quality standards are consistently met.
- > Oversee content strategy and create/approve copy for digital and print channels, supporting and writing where required. These include Venue brochures / sales collateral, bid documents and proposals, case studies, brand storytelling and campaign messaging frameworks.
- > Generate creative campaign concepts that reach key audiences, improve engagement and maximise revenue.
- > Manage relationships with third party suppliers, including, communications and PR consultants, web support services and creative agencies, maintaining a strong pipeline of stories and media opportunities.
- > Deliver effective communications to maximise sales through email marketing, social media marketing and wider external marketing.

Internal and external stakeholder engagement

- > Work collaboratively with business development managers, event planners, the web team and wider RCP colleagues to deliver integrated marketing activity.
- > Work with marketing leads across the RCP, highlighting opportunities for smarter communications and improved marketing strategies
- > Act as the senior marketing lead for Meetings & events across both sites, influencing stakeholders across Commercial, IT, Digital, Communications, and senior internal clients
- > Engage internal stakeholders to ensure marketing aligns with organisational priorities, systems and processes.
- > Build and maintain relationships with third-party partners, trade publications and associations to increase exposure of both venues.

Insight, measurement & optimisation

- > Set-up and implementation of an analytics dashboard to translate customer data into actionable insights to drive segmentation, personalisation and campaign effectiveness.
- > Lead reporting and analysis of performance across all marketing channels, communicating impact, insights and recommendations.
- > Keep informed about industry trends, digital developments and competitor activity to ensure both venues remain competitive.

Operational delivery

- > Lead and oversee the design and production of high-quality marketing collateral, working with internal stakeholders and external suppliers, and personally delivering materials where required to ensure exceptional standards and impact.
- > Manage website content and performance for venue pages, ensuring relevance, user experience and SEO optimisation.
- > Support event delivery when required, including on-site activity and trade show support, including ad hoc projects such as the annual showcases for London and Liverpool venues.
- > Champion sustainability by integrating environmentally responsible practices into marketing planning and execution, ensuring alignment with organisational objectives.
- > Any other duties reasonably expected and commensurate with the level of the post
- > Adhere and comply with the provisions of the RCP's health and safety policy and undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities.

Your experience includes

- > Proven success in a marketing leadership role, ideally within events, venues, hospitality or related sectors.
- > Demonstrable experience creating and delivering digital and CRM-driven campaigns that generate income and measurable results.
- > Developing marketing strategies and leading multi-channel campaign delivery.
- > Managing and developing team members.
- > Creative problem-solving and delivering solutions in a fast-paced environment.

Essential skills

- > Strategic development and delivery of digital and direct marketing plans.
- > Strong knowledge of CRM, email marketing platforms and automated journeys.
- > Broad marketing skills across design, web, social, email, paid media and print.
- > Excellent communication and stakeholder-management skills at all levels.
- > Strong copywriting and proofreading skills.

Desirable skills

- > Good understanding of the hospitality and events industry.
- > Experience of marketing venues, hospitality, events or membership organisations
- > Advanced digital marketing knowledge.
- > Experience using CRM systems, ideally Microsoft Dynamics.

Your behaviours and competencies

- > Degree-level qualification in Marketing, or equivalent relevant experience.
- > Evidence of continuing professional development in marketing.

Our values

We are committed to **taking care**, **learning**, and **being collaborative**. These values drive the way we behave, how we interact with each other, and how we work together to achieve our vision and improve patient care.

We value taking care

This means we behave respectfully towards people, whatever their role, position, gender or background. It means we act as representatives of the RCP, and take decisions in the interests of the organisation as a whole.

We value learning

This means we continuously improve through active learning and honest reflection, so that we grow personally and as an organisation, while striving for excellence. We support learning and development opportunities.

We value being collaborative

This means we work together towards the RCP's vision in a collaborative and professional way, understanding that individuals bring different strengths and approaches to our work. We value diversity and each other's contributions.

The RCP positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, transgender status, religion or belief, marital status or pregnancy and maternity.

The RCP is all about our people – our members, staff, volunteers and leaders. We educate, influence and collaborate to improve health and healthcare for everyone and know we can only do this by being inclusive, encouraging and celebrating diverse perspectives. Welcoming into our community people who represent the 21st-century medical workforce and the diverse population of patients we serve is a priority for us.

As an employee/volunteer/temporary contractor you are expected to comply with all RCP data protection and security policies and procedures.