**RCNi**

**ROLE DESCRIPTION**

**Job title:** Head of Marketing

**Department:** Marketing

**Responsible to:** Sales and Marketing Director

**Hours:** 35 hours per week

**Grade:** E (Pay Scheme A) 1 (Pay Scheme B)

**Location:** RCN HQ

**Overall aims**

1. **To lead RCNi’s marketing team across all aspects including devising strategy, measuring performance, driving innovation, and ensuring budgetary control**
2. **To support, motivate and develop the marketing teams’ skills and knowledge in order to successfully execute plans and progress in their careers**
3. **To work closely with key stakeholders within the business to optimise all opportunities for revenue growth**

**Specific Aims:**

1. **To lead RCNi’s marketing team across all aspects including devising strategy, measuring performance, driving innovation, and ensuring budgetary control**
   1. Design and drive the delivery of bold acquisition and retention marketing strategies across all core B2C and B2B revenue streams
   2. Direct marketing activity for our personal subscriptions business and oversee the implementation of a robust strategy to optimise audience awareness, conversion, and retention. Harness internal data sources to drive insight and digital engagement
   3. action both in marketing as well as other areas of the business, including product development and editorial commissioning
   4. Set and monitor all KPIs against targets to ensure the most effective marketing strategy has been deployed
   5. Review and structure the team to optimise marketing performance and ensure individuals are accountable for their performance
   6. Set annual personal subscription budgets and ensure accurate and ongoing forecasting to help guide the organisations financial planning
   7. Control all marketing campaign expenditure costs to maximise ROI and lower CPA
   8. Identify and lead execution of contingency marketing plans in the event of business under-performance
   9. Identify new opportunities both internally and externally to support revenue growth through existing or new markets and services
   10. Keep up to date on industry knowledge and trends, executing research when/if needed
   11. Drive innovation in marketing technology with a focus on automation to increase response rates and create cost and time efficiencies
   12. Manage and develop key external relationships including telemarketing, ESP and e-commerce platform providers as well as publishing partners like the BMJ
   13. Ensure branding consistency across all business output and lead on any re-branding project as and when required
2. **To support, motivate and develop the marketing teams’ skills and knowledge in order to successfully execute plans and progress in their careers** 
   1. Recruit, lead and develop direct reports, establishing and reviewing them against clear performance objectives via regular one-to-one meetings
   2. Actively manage the marketing team and the individuals within it by making best use of skills and resources.
   3. Delegate challenging projects and key responsibilities to members of the marketing team that maximise their strengths and develop opportunity areas
   4. Promote, foster and celebrate team spirit, encouraging the entire marketing team to work to shared goals for the company
   5. Articulate the marketing strategy to the team to ensure they fully understand how their roles and objectives fit into the overall strategy
   6. Manage the learning & development plans for the marketing team ensuring training is provided in key areas for everyone
   7. Provide opportunities for team creativity within the working environment – facilitate and encourage a culture of innovation
3. **To work closely with key stakeholders within the business to optimise all opportunities for revenue growth**
   1. Provide valuable input into the creation of the company’s strategic direction, plans and objectives
   2. Ensure the Sales and Marketing Director, as well as the executive team, are fully informed on trends, performance, and innovation taking place within the marketing team
   3. Regularly communicate key activities and achievements to the wider organisation
   4. Play a valuable role in the commercial department’s senior management team
   5. Work closely with the editorial team to ensure data and insight is at the heart of their commissioning plans – creating valuable content is the cornerstone of any successful subscription strategy
   6. Participate and make significant contributions to regular cross-departmental project groups to ensure successful new product launches, and enhancements to existing products or services
   7. Be an active member of the RCN’s CRM programme board to ensure RCNi’s requirements are always at the forefront of any future developments
   8. Maintain and develop relationships with key stakeholders at the RCN including the Heads of Communications, Marketing and Business Director

Reviewed by Phil Smithers January 2022