

## Job Description and Person Specification



<b>Job Title</b>	Head of Marcomms, Conference and Events (Fixed Term Contract)
<b>Hours of work:</b>	1.0 whole time equivalent (35 hours per week, flexible working options available)
<b>Contract:</b>	Fixed Term Contract
<b>Line Manager</b>	Chief Executive Officer
<b>Place of Work</b>	Hybrid (London HQ 40% of working time)
<b>Grade</b>	Grade E
<b>Information about the Society and College of Radiographers</b>	<p>The Society and College of Radiographers (SCoR) are two separate companies operating together to provide service and support for radiography professionals. Together they comprise the professional body and trade union for those practising in medical imaging and radiotherapy.</p> <p>The Society is a trade union affiliated to the TUC with approximately 34,000 members. The College is a charitable body registered in England and Scotland.</p> <p>Although legally distinct companies, the Society and College operate seamlessly and have common objectives concerned with the promotion and development of medical imaging and radiotherapy, the promotion of study and research into radiography, and public awareness of the profession. All of these objectives are seen to be directly in the public benefit. As the trade union, the Society has the additional objective concerned with protecting the honour and interests of radiographers and others involved in the practice of radiography</p>
<b>Job Purpose</b>	The Head of Marcoms, Conference and Events will lead the development and delivery of a comprehensive digital marketing strategy that aligns with the organisation's strategic objectives. Working closely with the Professional Education Directorate and Trade Union Directorate, this role ensures that marketing and communications activities amplify our impact, strengthen member engagement, and enhance our brand presence across digital platforms, promoting the profession.
<b>Key Objectives</b>	<ol style="list-style-type: none"> <li>1. Co-create and implement an integrated Digital Marketing Strategy in collaboration with Professional Education and Trade Union Directorates to increase member engagement, retention, and the promotion of the radiography profession.</li> <li>2. Oversee digital channels (website, social media, email marketing, paid campaigns) and content for membership publications to maximise reach and engagement.</li> <li>3. Communicate brand expectations within SoR / CoR and ensure consistent brand messaging and tone across all platforms.</li> <li>4. Monitor analytics and performance metrics to inform data-driven decisions.</li> <li>5. Guide the creation of compelling content for campaigns, events, and member communications.</li> <li>6. Ensure creative outputs reflect organisational values and resonate with the radiography profession.</li> <li>7. Oversee and in collaboration with TUIR and P&amp;E Directorates promote and deliver virtual and in person conferences, webinars, and professional development events in support of organisational objectives and Directorate operational plans.</li> <li>8. Drive member engagement and attendance at events (online engagement and in person events) through targeted campaigns.</li> <li>9. Develop and optimise a strategy for digital / online presence, and</li> </ol>

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	<p>social media outputs to reach a wide-ranging target audience</p> <ol style="list-style-type: none"><li>10. Lead, inspire and develop a high performing and multidisciplinary team including Digital Communications, Creative, Marketing, and Conference and Events professionals, fostering a culture of culture of innovation, collaboration, and continuous improvement..</li><li>11. Promoting positive and effective external relations with a range of external partners, stakeholders increasing member engagement.</li><li>12. Actively participate in the Technology Road Map project team, in advancing the organisation's digital transformation initiatives, including major website development projects.</li><li>13. Have oversight of relationships with external media outlets, suppliers and public relations partners, working in collaboration with Executive Directors and within agreed budgets, approved suppliers and ensuring cost control and value for money.</li></ol> <p><b>Professional Practice</b></p> <ol style="list-style-type: none"><li>14. Collaborate with the Professional and Educational Directorate to enhance the perceived value of professionalism and membership within the organisation.</li><li>15. Through external communications, and in collaboration with the Executive Director of Professional Policy and P&amp;E team, promote the radiography profession to the public and position the organisation as the authoritative voice and leader in shaping public and political perceptions.</li></ol> <p><b>Industrial Relations</b></p> <ol style="list-style-type: none"><li>16. Collaborate with the Executive Director for Industrial Strategy and Member Relations and TUIR Team to promote and develop member engagement, increase membership and amplify the Trade Union voice of the profession.</li><li>17. Support marketing and communication campaigns, advocacy and activism and advise on public-facing aspects of industrial relations to ensure clear, consistent, and positive representation.</li></ol> <p><b>Resources</b></p> <ol style="list-style-type: none"><li>18. Work collaboratively with designated budget holders to monitor and manage expenditure across Marketing, Communications, Conferences, Events, and Digital activities, ensuring effective cost control and value for money. The role does not hold direct budget authority unless specific elements are formally delegated by the relevant budget holder.</li><li>19. Assist Executive Directors in developing annual marketing and media plans, ensuring budget allocations align with the organisation's strategic objectives.</li><li>20. Lead, motivate, develop and manage the Marketing, Communications and Conference &amp; Events Team.</li></ol>
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## Job Description and Person Specification

	<p><b>Risk Management</b></p> <p>21. Identify and assess risks associated with public relations &amp; reputation and together with Heads of Department and Executive Directors develop robust mitigation strategies to protect and enhance the organisation's standing.</p>
<b>Dimensions</b>	<ul style="list-style-type: none"> <li>• Cross-organisational remit working in close partnership with SMT and Executive Directors.</li> <li>• External relations focus – influencing the public face of the SoR / CoR communications and “brand”.</li> </ul>
<b>COMMUNICATIONS AND KEY RELATIONSHIPS</b>	
<b>Internal</b>	<ul style="list-style-type: none"> <li>• Direct reports: <ul style="list-style-type: none"> <li>○ Digital Marketing Officer x 1</li> <li>○ Digital Content Creator - Graphic Designer x 1</li> <li>○ Digital Technology Officer x 1</li> <li>○ Digital Projects Officer x 1</li> <li>○ Digital Communications Executive x1</li> <li>○ Conference &amp; Events Manager x 1 (plus Conference &amp; Events Co-ordinator x 2)</li> </ul> </li> <li>• Executive Director Group</li> <li>• Heads of Department</li> <li>• Professional Officer team and administrators</li> <li>• National and Regional Officer team and administrators</li> <li>• Students and New Professionals Officer</li> <li>• HR</li> <li>• Tech Road Map project team, including Project Lead, Knowledge Manager</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• UK Council</li> <li>• CBOT</li> <li>• External Suppliers</li> <li>• Publisher, Press Agency &amp; Political Relations Advisers</li> </ul>

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### Person Specification

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	Criteria (E= Essential D = Desirable)	E	D	Evidenced by
	<b>Previous Experience</b>			
	Proven experience in senior marketing leadership.	X		Application form / Interview
	Proven experience in leading and motivating a high performing Digital, Marketing and Communications team	X		Application form / Interview
	Proven experience in senior marketing leadership, within membership or healthcare-related or membership body organisation.		X	Application form / Interview
	Substantial and demonstrable track record of developing impactful strategies for external relations, marketing and media in a senior manager role.	X		Application form / Interview
	Demonstrable experience of managing media and public relations and supporting leaders in the organisation with their interactions externally.	X		Application form / Interview
	Demonstrable experience of development and improving external relations through a proactive approach	X		Interview
	Demonstrable experience of audience research, segmentation and development	X		Interview
	Demonstrable experience in using platforms such as Google Analytics and AdWords, Meta Business Suite, Search Engine Optimisation, Content Management Systems, and social media platforms to inform strategy	X		Interview
	Demonstrable experience of growing membership and / or and income generation.		X	Interview
	Demonstrable experience of growing conference and events through use of digital technology		X	Interview
	Demonstrable experience of managing digital tools for multi- channel marketing including email, print, social media, video, and web.	X		Interview
	Demonstrable experience of the development, implementation and management of budgets	X		Interview
	Experience of effective use of information technology, and data and the use of management information to inform and drive action		X	Interview
	Experience of brokering new and effective partnerships with internal and external stakeholders.	X		Interview
	Experience of leading on marketing and promotion of health campaigns.		X	Interview
	Experience of developing specifications and tendering for projects and systems.		X	Interview

## Job Description and Person Specification

	Experience of making competitive proposals and successful bids for projects, systems and resources.		X	Interview
	<b>Qualifications &amp; Knowledge</b>			
	Post graduate qualification in Marketing and Communications field.	X		Application form
	Evidence of continuing professional development (CPD)	X		Application form
	A practical and demonstrable understanding of the SoR's values and how these would translate in practice into a leadership role for the SoR	X		Interview
	A demonstrable understanding of the SoR's responsibilities to members regarding information governance and confidentiality	X		Interview
	<b>Abilities, Skills, Competencies &amp; Behaviours</b>			
	Excellent planning skills, ability to anticipate demand plan workload accordingly	X		Interview
	Ability to lead and motivate a high performing Marketing and Communications team	X		
	Ability managing complex relationships with a wide range of stakeholders.	X		Interview
	Demonstrable experience of research and strategic planning with a proven ability to investigate, evaluate and analyse information to produce actionable insight to agreed deadlines.	X		Interview
	Ability to prioritise workload appropriately, yet be flexible to accommodate changing priorities and needs	X		Interview
	Strong problem-solving abilities; is creative and flexible and responds positively to change.	X		Interview
	The ability to influence people at all levels internally and externally	X		Interview
	Excellent written communication skills with strong copy writing skills.	X		Application / Interview
	Excellent oral communication skills	X		Interview
	Excellent presentation/public speaking skills		X	Interview
	Ability to work effectively and to tight deadlines	X		Interview
	Excellent attention to detail	X		Application / Interview
	Ability to self-manage and to work autonomously, effectively	X		Interview
	Demonstrates a strong personal and professional commitment to the Society's purpose and values.	X		Interview
	Ability to translate ideas, concepts and evidence from a wide variety of sources into clear, concise and appropriate policy statements, reports, articles or publicity materials	X		Interview
	Ability to work effectively as a team member, to lead others as necessary, and to establish and maintain good working relationships with colleagues	X		Interview
	Ability to effectively develop external networks	X		Interview

## Job Description and Person Specification

	Awareness of current political events related to health and social care policy, national health and education policy, and how these might impact upon the profession of radiography and its practitioners.	X		Interview
	Excellent ability to use information technology effectively, including both communication with members and wider stakeholders and to use and get the best out of large relational databases and marketing intelligence	X		Interview
	Demonstrable commitment to Equality, Diversity and Inclusion in the workplace	X		Interview