



# THE COLLEGE OF OPTOMETRISTS

## Job description

<b>Job title:</b>	Deputy Director of Marketing and Communications
<b>Department:</b>	Member Services and Communications (MSC)
<b>Reports to:</b>	Director of Membership, Marketing and Communications
<b>Direct Reports:</b>	Digital Content Manager PR, Press Manager & Internal Comms 3 x Marketing and Communications Managers
<b>Key Internal Relationships:</b>	Senior Leadership Team All College staff College Trustees and Council Members College Members
<b>Key External Relationships:</b>	Digital partners Branding agency Print and design agencies Employers Universities Other optical bodies Agencies and consultants

## Purpose of the role

The Deputy Director of Marketing and Communications takes responsibility for the communications and marketing strategy and delivery of activity for the recruitment and retention of members. They lead on the strategic development, business and budget planning, ensuring the organisation's products and services are positioned and marketed in a way to enable maximum engagement by members. They are responsible for leading, developing and ensuring our marketing channels, including website, app and social media, performance and development fully support and enable greater member engagement and celebrate impact. Reaching outside the membership is also key to fulfil our public facing remit as a professional body, and foster advocacy and influence with key stakeholders.

This role is responsible for the strategy and development of the Press and PR for the organisation to ensure our influence, work and activities is communicated to the widest audiences and across all media channels.

They also lead, and are responsible for, a significant part of the MSC Department, ensuring that they work effectively and are represented in cross-directorate project teams. This role takes a strategic lead on departmental development workstreams and projects, including that the marketing and communications requirements are involved and advised at the start of any departmental project that requires external communication.

A significant part of this role is to review the way the team work across the organisation and to bring in new processes, ways of working and efficiencies to ensure that all internal stakeholders and projects are supported and communicated to the widest audiences.

This role also feeds into and supports the wider membership and events strategies and deputises for the Director when needed.

## **Main responsibilities**

### *Strategy and leadership*

- As part of the College's Senior Leadership Team (SLT), contribute to the development of the College's vision and mission, position, strategic objectives and business plans.
- Develop and deliver strategic communication plans for projects focused on non-member audiences including government, public and other key stakeholders.
- Develop and deliver an integrated membership marketing and engagement strategy which supports the College's strategic plan and annual business plans, delivers results and demonstrates the value of College membership.
- Develop and deliver a PR and Press strategy to elevate our visibility to our members, stakeholders and public, and position the College as THE organisation to go for media enquiries in our sector.
- Working with the Director of People and Press and PR Manager to develop an internal communications framework and champion internal communications as part of stakeholder engagement
- Lead on member journey marketing strategy, appropriate segmentation, relevant products and services to offer the optimum experience, the tone of voice for channels, reporting and analysis.
- Influence and shape effective membership marketing planning, delivery and reporting at all levels, through the development of systems and initiatives designed to enhance engagement between the College and its members. This includes the analysis and interpretation of key findings from leading member activities and member data insights, including interaction with benefits, digital engagement, feedback, NPS and surveys.
- Lead the development, delivery and measurement of a range of targeted, integrated marketing campaigns designed to increase member recruitment and retention, drive engagement, and lead in delivering improved membership experience and growth.
- Lead the development to improve internal processes to better support the organisation's needs, including briefing, project plans and communication plans.

### *Brand, Communications and Marketing*

- Lead, manage and develop the College's membership offering, communications and engagement.

- Lead, manage and develop College communications and campaigns that reach outside of our membership and show the influence and work we do across the sector, education and government to advance patient care and the profession to deliver it.
- Be the Brand Guardian - manage the College's brand across all outputs and collateral. Be a pivotal person, working with the Director of M&C, on any overarching brand changes, positioning and reputational management.
- Lead, manage and review all member and marketing collateral and digital content to ensure that our outputs are relevant and valuable to members, and strengthen our reputation, position and brand.
- Prepare and deliver campaign and marketing reports for inclusion in Board and Council reports including lessons learnt and proposals for improvements

### *Digital*

- Lead on an improved member experience through digital transformation. Championing, developing and leading strategies which focus on improved customisation and segmentation to improve accessibility and engagement, and more effectively demonstrate value to members.
- Lead on the development of the digital strategy for the organisation with the Digital Content Manager and working in collaboration with stakeholders across the College
- Lead the marketing team to develop the College's digital services, ensuring that decision-making is consistently informed and underpinned by data. This includes SEO, PPC campaigns, Google Analytics and wide-ranging website development.
- Maximise and develop the use of the College's integrated CRM and CMS systems to support marketing activities, embedding their use to improve member engagement, personalised the member experience, and ensure that data is used to inform work streams.
- Lead the strategy, process and engagement for the member app and communities, in collaboration with the organisation.

### *General*

- Provide full and effective leadership and line management of the marketing and communications team, supporting, coaching and inspiring them to deliver a first-class service. Take responsibility for the team performance and development.
- Support for all departments communications needs, and maximising visibility and impact of successes, influencing and products, and ensuring value for money.
- Assess the needs of the marketing team to ensure any additional training and support is requested where needed.
- Manage the marketing and communications budget, and plan activities in support of strategies, initiatives and improvements.

- Play a pivotal role in supporting the Director in strategic projects, including the 3-5 year organisation strategy, and deputise at the highest level when needed.

Last updated: November 2024

## **PERSON SPECIFICATION**

### **Knowledge, qualifications and experience**

#### *Essential*

Degree level education or equivalent experience.

Experience of creating and implementing departmental strategies and holding a pivotal role in whole organisational strategy.

Experience of having autonomy and managing departmental and project budgets.

Experience of leading successful multi-channel marketing and communication strategies in support of organisational objectives.

Experience developing and implementing a coherent brand strategy.

Experience of developing and implementing a digital strategy which has led to improved user experience and audience engagement.

Experience of leading marketing and communications function across a range of channels.

Experience of the membership sector.

Experience of working at senior leadership level.

Experience of leading in CRM and website implementation and development.

Experience of implementing membership growth strategies.

#### *Desirable*

Understanding or experience of healthcare and education sectors

Understanding or experience of policy and influencing for specific sectors

Press and PR contacts relevant to healthcare, education, or public museums

Experience of using and implementing PowerBI

### **Skills and abilities**

Excellent leadership skills with demonstrable experience of leading a diverse team across a range of functions.

Skilled manager of people, able to bring together, motivate, and develop a team applying a range of management approaches as required.

A collaborative worker able to build effective working relationships with a diverse range of colleagues and stakeholders at all levels.

Experience of managing a range of suppliers – from digital service agencies through to print suppliers.

### **Personal attributes**

Ability to maintain strategic overview whilst managing individual project development and departmental operational delivery.

Customer focused.

Strong data analysis, technological and numerical skills.

Excellent writing and verbal communication skills, with the ability to influence and persuade.

Ability to problem solve and identify pragmatic solutions.

Self-confident, resilient and tenacious.

Innovative and proactive approach.

Intelligent and politically sensitive.

Able to work autonomously, prioritise and manage own time and projects.

Highly organised and capable of dealing with a number of projects simultaneously.

Flexible and responsive approach.

Good team player, able to work effectively with people across the College and beyond.

Enthusiastic and self-motivated.

Able to work well under pressure.

### **Additional Information**

Typical working hours at the College are 9 am to 5 pm (7 hours excluding lunch) working five days a week. However, the post holder will be required to work late during busy periods and should therefore have some flexibility with regard to working hours. We operate a flexible working window from 8am to 6 pm where you can vary your start and end time (working a 7 hours day) and have other flexible working opportunities available. The role may include some overnight UK travel.

### **Additional Information**

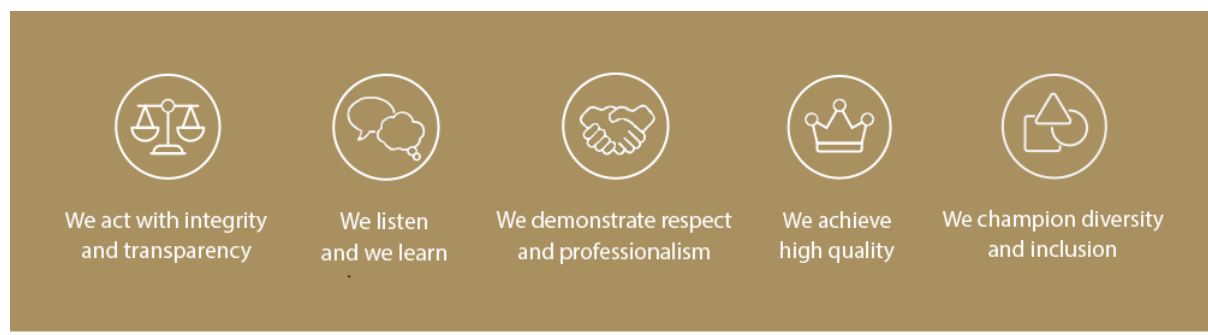
The College offers hybrid working (a mixture of home and office working). Typically College staff will work around 20 - 40% of their time at the workplace (whether this is the office at Craven St, or a face to face meeting, exam or event at another business related site or organisation) per week.

The post will involve occasional UK travel.


### **Equal Opportunities and Inclusion**

The College is committed to providing equal opportunities in employment and to avoiding unlawful discrimination. We value the differences that a diverse workforce brings to the organisation.

### **Our values**



The graphic consists of a dark blue horizontal bar containing five white circular icons, each with a corresponding value statement below it. From left to right: 1. Scales of justice icon: "We act with integrity and transparency". 2. Speech bubbles icon: "We listen and we learn". 3. Handshake icon: "We demonstrate respect and professionalism". 4. Crown icon: "We achieve high quality". 5. Diversity icon (triangle, square, circle): "We champion diversity and inclusion".



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