



Candidate pack  
For the recruitment of:

**Marketing Manager**  
**British Institute of Radiology**

2017

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**Dear Candidate,**

Thank you for showing an interest in our vacancy at the British Institute of Radiology (BIR). This is an exciting role and I believe the BIR is a great place to work.

Although we do conduct marketing activity of one sort or another, this is currently by team members who are not exclusively focused on marketing. We have big ambitions, and now need someone with a real understanding of marketing principles and techniques to help us grow in scale. You will be the first member of the BIR team with specific responsibility for marketing for the BIR and our range of services.

The BIR is the membership organisation for everyone working in imaging, radiation oncology and the underlying sciences. We are the oldest radiological society in the world, formed in 1897; just two years after Wilhelm Roentgen discovered X-Rays. Our flagship publication, BJR, was also launched in that year and its archive constitutes an uninterrupted history of this important field.

Our publications and online materials are used throughout the world. Most of our members are UK based, but we have a growing international membership and plan to grow this further. We also organise around 35 conferences and events per year.

This role is focused on growth: growing our prospects database, our membership numbers, and growing usage and subscriptions for our publications.

Our ideal candidate is an experienced marketer with at least two years' experience in professional or B2B marketing. You will have experience of online and email marketing, and be accustomed to measuring results and using that insight to plan your activity. You will be a great team player and collaborator, as well as being self-motivated, good at managing your own time and comfortable making decisions.

If this sounds like you, please send us your CV and a cover letter. I look forward to hearing from you and hopefully meeting you. Good luck with your application!

A handwritten signature in blue ink, consisting of a stylized 'S' followed by a long horizontal flourish.

Simon Thompson  
Chief Executive

## About the British Institute of Radiology

*Working together to improve medicine, health and patient care through the science and practice of imaging and radiation oncology.*

### Background

The British Institute of Radiology (BIR) dates back to 1897, just after the discovery of X-rays. It is a registered charity (number 215869) and an international membership organisation for everyone working in imaging, radiation oncology and the underlying sciences.

Our aims are to:

- Support the work of our members and their colleagues to achieve professional excellence
- Provide continuing professional development for our multidisciplinary community
- Publish cutting edge research for authors and readers across the world
- Influence and connect with the wider professional sector.

The BIR has nearly 3,000 individual and 38 corporate members. We are a membership organisation and around 400 people are active in a voluntary capacity, writing and editing our publications, organising and speaking at events, and serving on branch committees, special interest groups, and management committees.

We have 23 members of staff, located in a modern, open plan floor of a purpose-built office building, conveniently positioned close to Farringdon and Barbican stations, and within walking distance of St Pauls, Mansion House, Moorgate and Cannon Street.

### Strategy

We plan to grow by:

- Increasing membership numbers. This will include growth across our different segments, with a particular focus on people in management positions (who are important decision makers), radiographers (who are large in number and under-represented within our membership), and outside the UK (where there is a lot of capacity to grow)
- Increasing retention and growth of our publishing operation, by
  - Improving the way we manage our relationship with institutional subscribers, by working more proactively in collaboration with our external sales agency
  - Driving traffic and usage to our online publications
  - Increasing take-up by authors of our open-access publishing opportunities
  - Increasing the number of high quality journal submissions by authors
- Increasing volunteer participation. This is partly to enable us to provide more, and better, services to members, and partly to ensure we continue to support a thriving multi-disciplinary community of active, engaged professionals
- Providing affordable, convenient, must-have online training – to support members (and professionals more widely) who are experiencing time constraints and financial limitations but who nevertheless want to progress in their careers and deliver excellent treatment and care for patients. A key part of this challenge will be to develop channels for larger scale marketing to promote online learning.
- Developing a financially sustainable events programme
- Developing a focused policy and public affairs strategy that helps the BIR, our members, and their patients achieve greater influence to improve the lives of patients through radiology and radiation oncology.

## Job description

### Summary

The post holder is the senior marketing professional in the organisation, taking responsibility for planning and implementing our marketing plans, and providing coaching and expertise to others in the BIR who have marketing components within their own roles.

It is a hands-on role involving strategy, planning, scheduling, media selection, partner and supplier liaison, copywriting, ad placement, response and ROI monitoring and evaluation, and market research.

### General

- Taking overall responsibility for the marketing function at the BIR. This mainly involves hands-on planning, implementation, and monitoring, but also includes an element of matrix management, supervision, and providing expert advice to others in the organisation
- Overview of marketing activity, including centralised marketing schedules and records, response monitoring, and an activity calendar

### Publishing

- Devising and implementing the marketing plan for BIR publications
- Proactively engaging and managing sales and marketing contacts at BMJ Group to ensure sales and retention opportunities are maximised through that channel
- Driving usage and retention for publications
- Driving paid contributions to the BIR's open access publications
- Promote sponsorship and advertising

### Membership

- Growing BIR membership through marketing via whichever channels work most effectively – potentially including email, online, social, PPC, and leveraging partnerships with other organisations
- Using the BIR World Partner Network and agreements with other organisations to drive BIR membership

### Events

- Coaching and know-how support for Events Co-ordinators with regard to their marketing activity
- Ensuring copywriting/language/style/voice is understood and optimised by those implementing marketing activity
- Ensuring marketing effectiveness (such as good use of subject lines, timing, etc) is understood and optimised by those implementing marketing activity

### Prospect data

- Maximising opportunities to capture contact details and opt-ins
- Proactively growing the BIR's prospect database
- Ensuring data is captured and used in a way that maximises relevance and ROI

### Monitoring and evaluation

- Using a range of tools to monitor response, including (for instance) analytics packages provided by Facebook, LinkedIn and Google
- Monitoring website activity using Google Analytics and our publications application (Atypon)
- Keeping records of activity and response data

- Measuring return on investment
- Using data and evaluation to determine future marketing activity

**Market research**

- Using quantitative and qualitative research to understand the needs, attitudes, and opinions of members, service users, and prospects

## Person specification

Our ideal candidate is an experienced marketer with at least two years' experience in professional or B2B marketing. A great team player and collaborator, who is self-motivated, with excellent organisation and time management skills, and is comfortable making decisions.

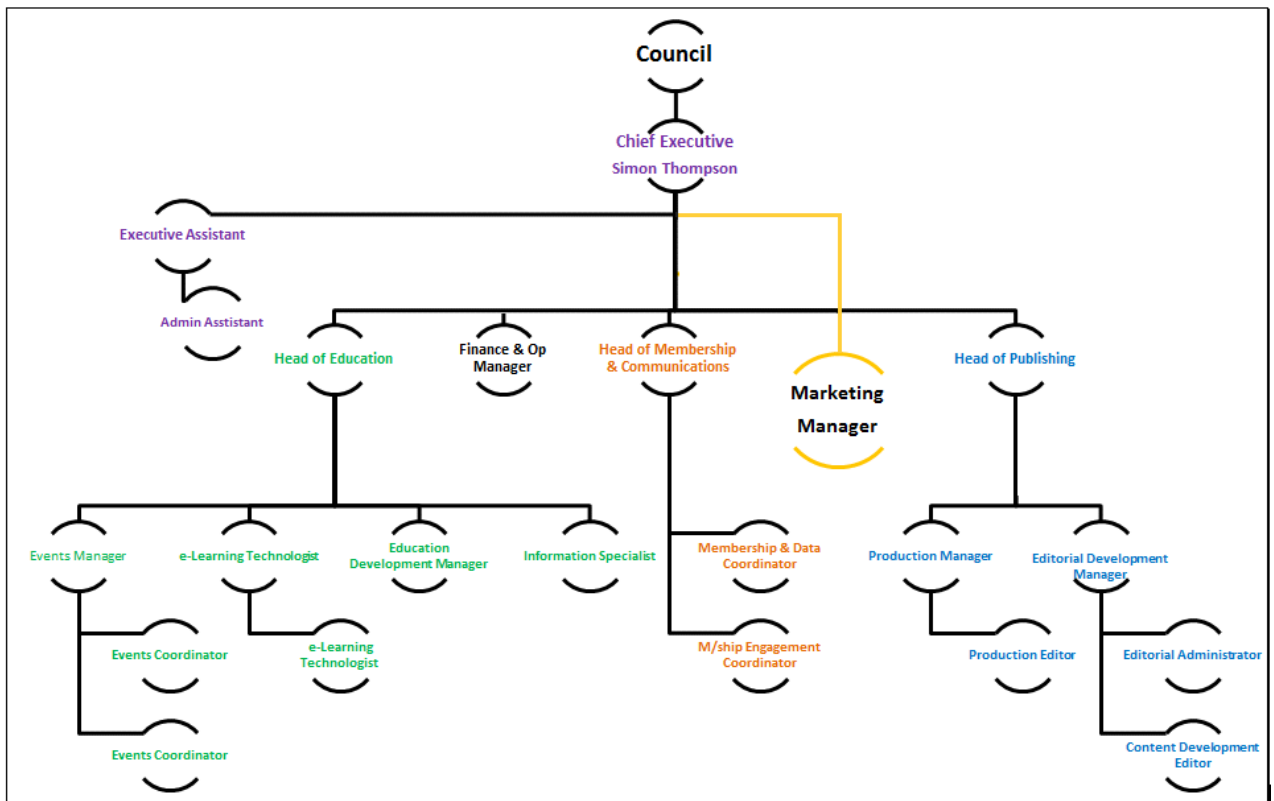
### Essential

- At least two years' hands-on experience of professional or B2B marketing
- Experience of having been fully responsible for all aspects of marketing for a department, market area or product group, or for a small organisation
- An excellent understanding of marketing techniques and principles, including planning, scheduling, media selection, partner and supplier liaison, copywriting, ad placement, response and ROI monitoring and evaluation
- Excellent organisation and time management skills
- Attention to detail
- An understanding of how to write excellent marketing copy, coupled with excellent written English, spelling, and grammar
- An ability to prioritise messaging, and convey complex messages simply
- Relevant marketing training

### Desirable

- Membership and/or subscriptions marketing experience
- Experience of STM publishing
- Experience of marketing online materials
- Experience of marketing within the medical sector
- Experience using design software such as InDesign and Photoshop
- Design skills
- Experience as a back-end user of
  - o CRM systems, email marketing systems, and content management systems
  - o Online marketing systems such as Google Adwords, Facebook, LinkedIn
  - o Online analytics applications such as Google Analytics
  - o Publishing applications such as Atypon
- Market research expertise
- Marketing qualifications

# Organogram





## **Application process and dates**

We hope that you are excited by the prospect of becoming the first Marketing Manager for the British Institute for Radiology, and look forward to hearing from you.

To apply for the post, please submit your CV (limited to 3 sides of A4) and a supporting statement (no longer than 2 sides of A4), explaining why you are interested in and qualified for the role to [opportunities@bir.org.uk](mailto:opportunities@bir.org.uk).

You are also asked to complete both the BIR's equal opportunities monitoring form as well as a 'required information' form, confirming your eligibility to work. Both forms are downloadable on our website, and available [here](#).

Applications must be received by 7 January 2018.

Successful candidates will be notified no less than one week prior to first-round interviews, which will be conducted on 19 and 22 January 2018. Second-round interviews will take place on 26 January 2018, and it is hoped that, following a successful appointment, the Marketing Manager will start in March at the latest.