

## Job Description

<b>Job Title</b>	Communications and Marketing Officer	<b>Position Type</b>	Permanent
<b>Department</b>	Operations	<b>Manager</b>	Chief Executive Officer / Head of Operations
<b>Location</b>	Edinburgh/ Hybrid	<b>Salary</b>	£35,700

### Role Purpose

The Communications and Marketing Officer plays a key role in supporting the Faculty of Sport and Exercise Medicine UK (FSEM) by delivering effective, professional and engaging communications and marketing activity. The post holder will work autonomously to plan, create and manage content for a wide range of audiences including healthcare professionals, patients, policy makers, partners, and the wider public.

They will work closely with external key partners and take responsibility for project marketing, including leading the marketing and promotion of the Moving Medicine patient and professional resources. The role also supports all internal departments to meet their communications and marketing needs, ensuring a consistent, accurate and credible voice for FSEM across all channels.

### Duties

#### Communications

- Deliver and support the implementation of FSEM's communications strategy.
- Produce high-quality written content for the website, newsletters, digital channels, policy communications, announcements and general audience information.
- Draft, edit and coordinate organisational publications, reports, position statements and guidance documents.
- Support committees and working groups in producing clinical or professional content, ensuring clarity, consistency and alignment with FSEM standards.
- Draft speeches, blogs, statements and briefings for Senior Officers as required.
- Manage and maintain FSEM's digital communication channels, ensuring content is accurate, accessible and up to date.
- Monitor policy, news and sector developments to identify opportunities and risks.
- Provide advice on communication approaches to senior officers, committees and working groups.

## **Marketing**

- Plan and deliver targeted marketing campaigns for key FSEM programmes including Moving Medicine, examinations, membership, awards ceremony and educational activity.
- Produce and coordinate promotional materials including digital assets, social media graphics, printed items and campaign copy.
- Manage marketing timelines, stakeholder input and delivery schedules.
- Ensure all marketing adheres to FSEM brand guidelines and reflects organisational values.
- Support and promote major Faculty events including the Awards Ceremony.

## **Digital and Analytics**

- Oversee continuous improvement of the FSEM website, ensuring strong user experience, logical navigation and accurate content.
- Apply SEO best practice to enhance visibility and reach.
- Use digital analytics to measure the effectiveness of campaigns and communications, reporting on performance and identifying improvements.
- Ensure compliance with GDPR, digital accessibility requirements and content governance processes.

## **Collaboration and Organisational Support**

- Work closely with all FSEM departments to support their communications, marketing and promotional needs.
- Provide expert communications support to sub-committees, working groups and project teams across publications, marketing and engagement activity.
- Represent FSEM at internal and external meetings relating to communications, project work or collaborative activity.
- Support the planning and delivery of FSEM events, including on-site support at the Awards Ceremony.
- Take delegated supervisory responsibility over administrative staff during events or specific project delivery where appropriate.
- Contribute to Faculty-wide initiatives and organisational development activities.
- Participate in appraisal, maintain high professional standards and commit to ongoing learning.

## **Responsibilities**

- Deliver accurate, timely and effective communications and marketing across all platforms.
- Uphold FSEM's reputation and ensure positive representation of the Faculty at all times.
- Maintain high editorial standards across all publications, position statements and guidance materials.
- Ensure FSEM departments receive effective communications and marketing support.
- Represent FSEM professionally at meetings and sector events.
- Contribute to the smooth delivery of FSEM events, including conferences and awards activities.
- Ensure data accuracy, digital compliance and reliable reporting.

### **Accountabilities**

- Highly effective delivery of communications plans and marketing campaigns.
- Increased engagement with key professional and public audiences.
- Successful promotion of Moving Medicine resources and other core programmes.
- High quality production of publications, position statements and guidance documents.
- Accurate and insightful reporting using analytics to guide future activity.
- Timely maintenance and development of the FSEM website and digital channels.
- Effective cross departmental collaboration supporting examinations, education, policy and events.
- Smooth, well supported delivery of major FSEM events.

### **Job Attributes / Skills / Requirements**

#### **Essential**

- Excellent written and verbal communication skills.
- Strong digital communication and social media management skills.
- Ability to manage multiple projects independently and prioritise effectively.
- Strong relationship-building and stakeholder management abilities.
- Understanding of SEO, analytics and digital channel performance.
- Knowledge of GDPR and data protection principles.
- Proficiency with Microsoft Office and design tools such as Canva (or equivalent).
- Experience delivering communications and marketing activity.

- Ability to identify reputational opportunities and risks.
- High attention to detail and commitment to accuracy.

**Desirable**

- Experience working in a healthcare, medical, education or membership environment.
- Experience managing website content or CRM systems.
- Understanding of Search Engine Marketing (SEM).
- Knowledge of sport and exercise medicine, public health or clinical sectors.
- Commitment to ongoing professional development.

**Qualifications****Essential**

- Educated to degree level, or able to demonstrate equivalent experience, in communications, marketing, public relations or a related field.
- Evidence of continuing professional development in communications, marketing or digital media.

**Desirable**

- Training or certification in digital marketing, analytics, SEO or social media.
- Qualifications or training in health communication, public health or sport and exercise medicine.
- Training or certification in GDPR, data protection or information governance.