



THE ROYAL COLLEGE OF NURSING OF THE UNITED KINGDOM

JOB DESCRIPTION FORM

Job Title: Marketing Executive - Student Membership

Department: Marketing and Business Development

Reports to: Marketing Manager

Key relationships:

- Marketing: Other Marketing Executives, Marketing Managers, Head of Marketing & Sales
- Communications: Corporate Communications, Digital, Social Media, Media, Magazines
- Various other teams: Publications, Membership, Data, Advice
- Country and regional colleagues across the UK

Hours: 35 hours per week

(Required to work flexibly to meet the requirements of the job. Occasional travel within the UK with occasional overnight stays and extended days required to fulfil the duties of the post)

Grade: G

Location: RCN UK HQ with hybrid working

JOB PURPOSE

The marketing team communicates the value of RCN membership within the nursing community, using business intelligence, research and local insights. The team aims to improve member recruitment and retention throughout the UK, and to deliver new commercial products and services.

The Marketing Executive for the student membership will work in the marketing team to help achieve objectives by developing and delivering activities exclusively to recruit and retain student members, who are the future of nursing

KEY RESPONSIBILITIES

1. Marketing responsibilities

- 1.1 Support marketing plans developed by the Marketing Manager.
- 1.2 Manage the organic student social media content planner, and support our Student's Committee in developing their social media activity on RCN Student accounts.
- 1.3 With the Marketing Manager, coordinate social media influencer outreach programmes and evaluate campaign performance.
- 1.4 Monitor RCN paid social media and make improvements to ensure marketing adverts are delivering a return on investment.
- 1.5 Collaborate with other Marketing Executives to write, edit, and distribute bulk emails using Dot Digital, and take the lead in producing and delivering the quarterly student e-newsletter.
- 1.6 Edit website copy, write blog posts, and build new pages when needed using Sitecore.
- 1.7 Create content for third party marketing and advertising projects and scope new opportunities to reach new audiences.
- 1.8 During peak student recruitment seasons (spring and autumn), you'll organise volunteers for freshers 'fairs across the UK, provide marketing materials to help recruit students at events and organise events logistics with our Publications team, as well as evaluating performance.
- 1.9 Produce print marketing materials including flyers and posters.
- 1.10 Create power point presentations for colleagues to share with universities.
- 1.11 Work with the Marketing Manager to develop and implement Student Ambassador engagement activities.
- 1.12 Organise student incentives - maintain a directory and inventory of materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed within budget.

- 1.13 Plan and manage meetings, events, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- 1.14 Support the maintenance and development of internal tools, including databases.
- 1.15 Support the Marketing Manager in providing data analysis in support of marketing plans for student audiences.

2. Financial responsibilities

- 2.1 To code invoices to the appropriate financial codes included in the budget i.e., cost centre, project/resource and account codes in compliance with the RCN's Finance Policy.
- 2.2 Manage own financial responsibilities such as raising and receipt purchase orders.
- 2.3 Comply with the RCN Financial regulations and related policies to safeguard the assets of the RCN.

3. Additional responsibilities

- 3.1 Champion equity, diversity, inclusion and human rights and be responsible for contributing to achieving the commitments set out in the RCN Group equality, diversity and inclusion statement.
- 3.2 Treat colleagues, members, customers and others with respect in line with our values and Our Respect Charter.
- 3.3 Maximise all opportunities available to:
 - encourage member recruitment and promote the benefits of joining the RCN
 - promote the RCN as the organisation that represents nurses and nursing, and that promotes excellent in practice and shapes health policies
- 3.4 Support member ballot and industrial action activities when required.
- 3.5 Comply with the RCN Data Protection Policy, Retention Schedule and department procedures to ensure personal data is always protected.
- 3.6 Undertake any other duties as requested in line with the job role.

Job description updated by:
Nancy Messih, Head of Marketing & Sales
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