



Communications and Marketing Manager

AMEE, the international association for health professions education, is growing. Known globally for its membership community, portfolio of educational products and resources, and industry-leading annual conference, AMEE is in an exciting period of development. Building on its existing services and unrivalled reputation, it is entering a period of strategic expansion, cementing its place as the primary membership association for all those involved in the education of healthcare professionals.

At AMEE our vision and mission are clear. We exist to promote and inspire excellence, collaboration, and scholarship across the continuum of health professions education and to transform healthcare for all through excellence in education and scholarship. Ultimately, improving patient outcomes and experience.

Established 50 years ago, AMEE is now entering its next phase of evolution and we are looking for skilled, resourceful and committed professionals to be part of this development. You will join our small and talented staff team, helping us to implement our strategy across all parts of our organisation. We are looking for individuals for a number of roles at different career stages and in different disciplines to help us continue to Connect, Grow and Inspire.

Job title: Communications and Marketing Manager

Reports to: Head of Communications & Engagement

Salary: £37,000

Location: Remote - UK

Full time

Direct reports: Communications & Marketing Officer, Web Officer

Job overview

The Communications and Marketing Manager will be responsible for developing, leading, and implementing communication and marketing strategies and campaigns

that enhance the organisation's reputation, drive engagement across our product and service portfolio and support the growth of membership. This role will lead the day to day aspects of all marketing and communications activity, ensuring consistency and alignment with the organisation's mission and goals. The postholder will manage a Communications and Marketing Officer and collaborate with other departments to deliver high-quality campaigns and content that resonate with members, all audiences and stakeholders.

Key Accountabilities

Strategic Leadership
Content and Campaign Development
Digital and Social Media
Brand Management
Media Relations and Public Relations
Stakeholder and Member Engagement
Monitoring and Evaluation
Management and Development of Team
Managing Relationships

Strategic Leadership

- Develop and execute an integrated communications and marketing strategy aligned with the organisation's strategic objectives.
- With the Head and other relevant colleagues, develop key marketing and communications initiatives to increase member engagement, retention, and recruitment.

Content and Campaign Development

- Oversee the creation and management of high-quality content across all platforms.
- Develop and manage marketing campaigns, ensuring they are data-driven and targeted to meet key organisational goals.
- Collaborate with internal stakeholders to produce engaging content that promotes the organisation's value proposition to current and prospective members.

Digital and Social Media

- Lead on the organisation's digital strategy, including website management, SEO, email marketing, and social media engagement.
- Monitor digital and social media trends and ensure the organisation remains at the forefront of new technologies and platforms.

- With the Digital Manager lead on the website's development and optimisation, ensuring an excellent user experience.

Brand Management

- Maintain and evolve the organisation's brand identity, ensuring consistency across all communications and marketing materials.
- Manage relationships with design and print agencies to ensure brand guidelines are adhered to in all external communications.

Media Relations and Public Relations

- Work with the Head to develop a full media relations strategy.
- Build and maintain strong relationships with key media contacts to enhance the organisation's profile.
- Write and distribute press releases, manage media enquiries, and coordinate media coverage for key events and announcements.

Stakeholder and Member Engagement

- Work with the Head and Senior Institutional Memberships and Global Networks Manager to develop and implement strategies to engage members and other key stakeholders, ensuring communications are tailored to different audience segments.
- Support other departments in promoting member services, benefits, and events.
- Support other departments in promoting all of the organisation's activities, services and products.
- Oversee the development and management of the AMEE community Forum.

Monitoring and Evaluation

- Establish KPIs for communications and marketing activities and provide regular reports to senior management on campaign effectiveness.
- Use analytics and feedback from members to refine and improve communication and marketing strategies.

Management and Development of Team

- Manage and mentor the Communications and Marketing Officer, ensuring professional development and high performance.

- Coordinate work across internal teams and external agencies to deliver effective campaigns and projects.
- Foster a collaborative, positive team environment and promote professional development within the team.
- Devote appropriate time to development, training or coaching of staff and provide structured feedback to staff at appropriate times.
- Be aware of current capabilities and performance of staff and maximise opportunities for staff to aspire to.

Managing Relationships

- Attend, participate, and contribute to meetings and events, ensuring appropriate up to date information is communicated and acted upon.
- Build and maintain strong working relationships with AMEE Senior Management Team
- Anticipate and fulfil the needs of people who engage with AMEE in a successful manner where appropriate.
- Fully understand the many facets of the association and structure to value different requirements and act with diplomacy to achieve the best possible outcome.

Key Skills and Competencies

Essential

- Proven ability to develop and implement successful communications and marketing strategies.
- Exceptional written and verbal communication skills, with the ability to adapt messaging for diverse audiences.
- Strong leadership and team management experience.
- Expertise in multiple aspects of the communications and marketing mix.
- Analytical mindset with experience using data and insights to drive decision-making.
- Ability to build and maintain relationships with key stakeholders, media, and members.
- Knowledge of membership organisations or the not-for-profit sector is desirable.
- Demonstrated experience in leading successful marketing campaigns and managing external media relations.
- Proficiency in using digital marketing tools, content management systems, and CRM software.
- Excellent project management skills with the ability to manage multiple priorities.

Desirable

- Experience of working in or knowledge of membership organisations or non-profit environment is desirable.

Benefits of working for AMEE

- 5% Pension Contribution.
- One day paid volunteering day each calendar year.
- Access to an Employee Assistance Programme.
- Membership of Medicash - one of the leading UK's leading health cash plan providers. Benefits include: contribution to dental care, tests and scans, alternative & complimentary therapies, payment for flu jabs, access to a virtual GP and a range of discounts and helplines.

To apply, please send a CV and covering letter, outlining why you are interested in the role and why you believe you are suitable for it, and your contact details to recruitment@amee.org

For a confidential discussion about the role please contact Sarah Allen, Head of Engagement & Communications sallen@amee.org