



Royal College
of Midwives

Job Description and Person Specification Digital Content and Marketing Officer

Responsibility level	Technical Officer
Grade	B
FTE	0.6
Permanent work location	MIDIRS Bristol office
Reporting and accountable to	Head of Midwifery Information & Research Services
Line management responsibilities	None
Travel requirements	Travel to RCM offices in the UK required occasionally.
Live registration with the NMC as a Midwife	Not required

Role outline

The Digital Content & Marketing Officer will produce digital content and marketing materials to enrich and promote the MIDIRS website, and ultimately raise brand awareness and increase engagement with MIDIRS products and services.

The post holder will create copy for other digital channels such as social media and email marketing.





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The post holder will work independently in their area of specialism while working closely alongside a wide range of staff and stakeholders for MIDIRS and RCM.

The post holder will work effectively as part of the wider MIDIRS team and will work collaboratively with RCM's Communications and Engagement team.

Responsibilities

Website

- A. Taking full responsibility of the MIDIRS website and ensuring it remains up to date. This includes news and blog content, updating landing pages, and HTML embedding (video and other interactive elements) using the website's content management system (CMS).
- B. Building webpages in the content management system (WordPress) using search engine optimisation (SEO) fundamentals.
- C. Proactively generating ideas for digital marketing activities targeting midwives, maternity support workers, and student midwives.
- D. Following the RCM and MIDIRS editorial policy and ensure copyright and data protection is adhered to as necessary.
- E. Creating and maintaining appropriate processes for housekeeping of the MIDIRS website.
- F. Working with the RCM's IT support providers to resolve any technical issues with the MIDIRS website.
- G. Working with staff and stakeholders to produce compelling content for the MIDIRS website.
- H. Providing support to the RCM's Professional and Research teams on any projects needing digital content. For example, planning, webpage building and editing of content.
- I. Uploading media into the CMS such as digital copies of MIDIRS Midwifery Digest and the Latest Research Update.

Social Media

- A. Digital marketing across social media platforms (Facebook, X and Instagram).
- B. Answering customer enquiries that come through these social media platforms.





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- C. Creating the social media content schedule for the month ahead.
- D. Scheduling weekend and bank holiday content for social media using Buffer.
- E. Reporting digital metrics on a monthly basis.
- F. Supporting the RCM's social media channels where necessary.

Email

- A. Managing the MIDIRS e-mail campaigns (monthly e-newsletters, communications to MIDIRS subscribers and prospects) using Dotdigital.
- B. Assisting the MIDIRS team with advertising enquiries and implementing promotional content onto the website and/or e-mail campaigns.
- A. Data handling to ensure Dotdigital contacts are up to date using Microsoft Dynamics CRM system.

Reporting and Monitoring

- A. Using Google Analytics to report website traffic and user behaviour on a monthly basis.
- B. Use Google's URL tracking to monitor specific campaign engagement.
- C. Reporting social media engagement using, but not limited to, Facebook Business Manager and X analytics.

Marketing Campaigns

- A. Assist in the management of overall marketing strategies and campaigns to increase brand awareness and subscription numbers.
- B. Coordinate the timely design and production of MIDIRS promotional materials, liaising with the graphic designer and RCM's Communications and Engagement team.
- C. Assist in the initiation, development and reporting of market research to evaluate customer satisfaction with MIDIRS services.
- D. Continue to build strong relationships with midwifery educators across the UK and overseas to deliver information to student midwives.
- E. Produce quarterly marketing reports for the Head of Midwifery Information & Research Services.





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Events

- A.** Attend conferences to ensure the promotion of MIDIRS, covering the events through the relevant social media channels and upholding the reputation of MIDIRS outside the workplace at all times.
- B.** Relationship building with internal and external stakeholders such as midwives, students, maternity support workers, all RCM departments and allied organisations.
- C.** Creating promotional materials and providing support to MIDIRS Journal Clubs (All Wales Midwives Journal Club, Maternity Support Worker Journal Club, and Midwives-in-Training Research and Journal Review Club).

Ad hoc

- A.** Liaising with the RCM Communications and Engagement team to ensure consistent messaging is upheld across the MIDIRS website and all social media channels.
- B.** Taking part in various task and finish groups for special events for, but not limited to, International Day of the Midwife and RCM Students Day.
- C.** Managing any website issues through the IT ticketing system.

Working as an effective team member

- A.** Building strong relationships with colleagues at MIDIRS and other teams across the RCM.
- B.** Participating in MIDIRS team meetings and contribute to overall department targets.
- C.** Advising other staff members on the most effective promotional use of MIDIRS' digital channels and work with them to ensure necessary messages are delivered efficiently.
- D.** Supporting staff members on specific projects and campaigns for MIDIRS and RCM.
- E.** Undertaking training as part of continuous professional development (CPD).

General duties and responsibilities of all RCM employees

- A.** Ensure compliance with relevant Data Protection legislation.





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- B. Participate within a cross functional team working environment.
- C. Contribute towards and live the RCM Staff Team Vision.

Person Specification

	Essential
Undergraduate degree or equivalent, and/or relevant qualification.	✓
Experience working in digital communications either in an agency or in-house.	✓
Experience of working in a marketing role.	✓
Excellent writing, editing and communications skills. Focused with a high level of attention to detail.	✓
Writing and editing content for a dynamic website and social media. Able to be creative, proactive and resourceful to get work done quickly and to a high standard.	✓
Use of WordPress to create and manage web content for an organisation.	✓
Use of email platform solutions such as Dotdigital to create campaigns and measure their success.	✓
Management of social media channels in a professional capacity for an organisation.	✓
Use of Google Analytics to measure success and the impact of an organisation's digital marketing efforts.	✓
Has worked with a range of stakeholders including external organisation, suppliers and internal stakeholders.	✓





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Multi-tasker accustomed to prioritising work schedules and working to tight deadlines.	✓
Experience of working for a membership organisation.	D
Broad understanding of copyright law, web accessibility, data protection and cookies compliance.	D
Experience of working with health information.	D
Understanding of MIDIRS and RCM's area of work.	D

Team RCM Skills

- A.** Strong IT skills including proficiency in Microsoft Office
- B.** Excellent communication skills, both written and verbal
- C.** The ability to be flexible and adaptable
- D.** A focus on performance and output
- E.** A high level of commitment
- F.** The ability to take responsibility and to deliver in a timely fashion
- G.** Cross functional team working
- H.** Managing competing priorities

The post holder may be required to carry out other duties as are within the scope, spirit, and purpose of the job.

