



COMMUNICATIONS CO-ORDINATOR

**JOB DESCRIPTION AND PERSON SPECIFICATION**

**Salary:** Salary negotiable depending on experience

**Location:** Flexible with some core attendance required at BCAM offices, Shorne, Kent and Board meetings in London

**Type of position:** Part-time or full-time role, pro-rata as required

**Background Information**

The British College of Aesthetic Medicine (BCAM) was conceived in 2000. It is the premier membership body for doctors and dentists working in the developing, high-growth specialism of Aesthetic Medicine. The College has some 400 members primarily in the UK but with a small number of international colleagues and has ambitious plans for growth going forward aiming to increase its membership by 10% year-on-year. The overall goal of the College is for membership of BCAM to be accepted widely amongst clinicians and the public as *the* badge of quality and standards in what is presently an unregulated marketplace for aesthetics. BCAM is a GMC Designated body for the revalidation and quality assurance of doctors. BCAM is also a registered charity in England and Wales, No. 1181666.

**The Role**

This is an ideal opportunity for an able and enthusiastic communications professional to develop his or her career in a successful, forward-thinking and ambitious organisation. It's a real opportunity to work hands-on in a rapidly modernising professional association operating at the leading edge of aesthetic medicine with plenty of space for innovation in the role and career advancement in the College.

The primary objective of the Communications Coordinator will be delivery of a communications programme comprising web, social media, print and internal (member) communication. The role will therefore suit an enthusiastic all-rounder. Familiarity with medical associations and/or charities, and/or aesthetics in particular would be desirable, but is not essential.

**The Team**

Presently based in Shorne, Kent the BCAM team comprises a small core of full and part-time staff supported by freelancers and consultants on a project-by-project basis. The BCAM Board draws on the talents of aesthetic doctors across the UK with each Board member taking the lead in a particular work stream. The communications role-holder will support and report into its respective clinical lead.

**Main Responsibilities**

- Ensuring that the Communications function of BCAM achieves its objectives and specific targets, which will be agreed by the Board and Chief Executive in consultation with the role-holder.
- Promoting communication achievements
- Attending and presenting to BCAM board meetings to keep Trustees abreast of developments
- Working closely with the membership, education and events functions
- Attendance and contribution to team meetings

- Managing the content and production of BCAM brochures and reports, as well as contributing to other publications such as the annual Clinical Audit
- Coordinating electronic communication channels including the website, social media and implementation of a monthly newsletter
- Providing informative management statistics as required.

### **Additional**

- The role may require travel in the UK and, potentially, overseas. Attendance at occasional evening and weekend events may be required
- Carrying out any other duties as may reasonably be requested by BCAM management.
- This is a new post for BCAM therefore there is the potential to develop, over time and in consultation with BCAM staff, the scope and details of the role.

### **Key Audiences**

BCAM members, aesthetic medical professionals, relevant organisations and all this with an interest in aesthetic medicine, in particular:

Medical and dental students

Qualified medical professionals (Doctors, Dentists) not already members of BCAM

Existing members of BCAM

Influencers / journalists at specialist (aesthetics) journals, publications, newspapers and websites

Influencers / journalists at popular publications, newspapers and websites

Key Opinion Leaders in the aesthetics industry

Policymakers and stakeholders

General public

### **Communications Channels**

Website [www.bcam.ac.uk](http://www.bcam.ac.uk)

Members' (monthly) e-newsletters and occasional bulletins

Social media including Facebook, Twitter, LinkedIn and Instagram

Written pieces / print publications - brochures, flyers, etc.

#### **1. Website management and maintenance:**

- Curate content to ensure the website remains up to date and value adding as a source of information for members, recruits and the public
- Engage with and assist a website re-design project, working with Board members, the team and consultants on the content, personas and user experiences of the site, including the integration and management of CMS, CRM and e-commerce enablement
- Assist with any technical maintenance of the website e.g domain management
- Responding intelligently and proactively to queries, 'contact us' 'get in touch' requests, and member login details requests etc. logging and following up to agreed standards
- Leading on list building via the site ensuring standards are in place for checking, editing and enhancing the data of members and enquirers

## **2. Internal communications**

- Increase awareness, engagement and membership loyalty by launching and owning a newsletter communicating BCAM news, relevant industry news, research updates, Board / mentoring / exam / media / conference opportunities / advertisements / job opportunities / scholarships etc.
- Provide support, information, advice and guidance to sub-committees of the Board as required

## **3. Social Media:**

- Implement (and devise when necessary) social media campaigns and set goals to increase BCAM brand awareness/engagement
- Manage multiple social media platforms across Facebook, Instagram, LinkedIn and Twitter
- Monitor social media performance and report periodically +/-% rise in page likes, follows and other agreed metrics and KPIs
- Create engaging content and write copy for social media posts
- Work with online influencers to drive traffic to the BCAM website
- Research news and topical events related to Aesthetic Medicine

## **4. Written pieces / print publications**

- Writing / coordinating articles and thought-leadership pieces for web and print channels
- Arrange and own the schedule of press releases from BCAM on topical issues
- Work with BCAM suppliers and colleagues in the design and production of marketing and events collateral e.g. conference 2020

## **Person Specification - E = Essential D = Desirable**

- Experience in a communications position (E)
- Skills in multiple communications platform management (E)
- Experience with Facebook, Instagram, LinkedIn and Twitter (E)
- Ability to create engaging, innovative content for different platforms (E)
- Experience of using/creating content for YouTube (E)
- Good oral and written communication skills (E)
- Confident in using Outlook (E), Photoshop and Illustrator (D)
- Confident in using Wordpress or dot net (D)
- Knowledge of aesthetics / aesthetic medicine and the sector (D)
- Knowledge of BCAM or another medical professional association (D)
- Media trained or willing to be media trained (D)