



Digital Marketing Officer

Candidate Pack & Job Profile

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Hello and welcome

Professor Andrew Lockey

President, Resuscitation Council UK



A handwritten signature in black ink that reads "Andrew Lockey".



A handwritten signature in black ink that reads "James Cant".

Dr James Cant

CEO, Resuscitation Council UK

Cardiac Arrest is a major cause of death in all developed western countries. Looking at the UK figures for both in- and out-of-hospital cardiac arrests, we see the following:

- There are about 30,000 cardiac arrests a year outside of hospital where emergency medical services attempt to resuscitate the person who has collapsed and stopped breathing normally. However, the survival rate is dismal – fewer than one in ten people survive to be discharged from hospital.
- In 2020/21 over 10,400 patients had a cardiac arrest while they were in hospital, equating to around 1 in every 1,000 hospital admissions. Survival to discharge home rate for this group was around 22%. The figures for this year were impacted by the COVID-19 pandemic.

Cardiac Arrest can happen anywhere to anyone. Although the chances of survival are greater when it happens in hospital rather than out, there's been no significant improvement for many years, particularly in the out-of-hospital setting. Some patients also receive cardiopulmonary resuscitation (CPR) when they shouldn't - either because it's against their wishes or when there would be no benefit to the patient and could cause more harm.

What are we doing about all this?

We want to improve people's chance of survival from a cardiac arrest wherever they are – whether that's in a hospital bed, at home or walking in the park. And we want to ensure that CPR is only attempted when appropriate. Our training courses and scientific evidence-based guidelines are designed to help not just all types of healthcare professional, but members of the public too. Because everyone should have the skills to try to save a life.

Why join us?

You would be joining us at an exciting time for the organisation. In May 2021, we published Resuscitation Council UK (RCUK) Guidelines 2021. These are up-to-date, expert-written, revised guidelines for best practice and clinical excellence in resuscitation. They will give people their best chance of successful outcomes from cardiac arrest or improve patient and family experience in conversations, decisions and planning for end-of-life care. We subsequently introduced updated resuscitation courses to reflect the 2021 guidance, bringing high-quality resuscitation training to over 100,000 candidates each year.

Hello and welcome

It's a really exciting time for Resuscitation Council UK. We've recently published Guidelines 2021 and we have set out our exciting vision to 2030 which will help us to save even more lives through resuscitation.

Our vision

We have also defined our vision to take us to 2030. By 2030:

- Everyone should receive appropriate cardiopulmonary resuscitation (CPR) treatment in clinical, community and care settings, underpinned by the comprehensive availability of evidence-based clinical guidelines, training and life-long learning.
- Survival rates for out-of-hospital cardiac arrest match world-leading comparators.
- Everyone affected by involvement in a Cardiac Arrest and the provision of cardiopulmonary resuscitation receives appropriate, personalised support.
- Cardiopulmonary resuscitation has become a mechanism to reduce social inequalities, not another measure of them.

Being insight driven, inclusive and diverse in everything we do, is vital to our work moving forward.

We hope you will want to be part of this exciting new chapter for the organisation and our cause. Join RCUK and challenge us and all people working in the field of resuscitation to close the gap with the global leaders in survival, ensure the entire Chain of Survival operates consistently at world-class levels and ensure that cardiac arrest survival is no longer another area of health inequality.

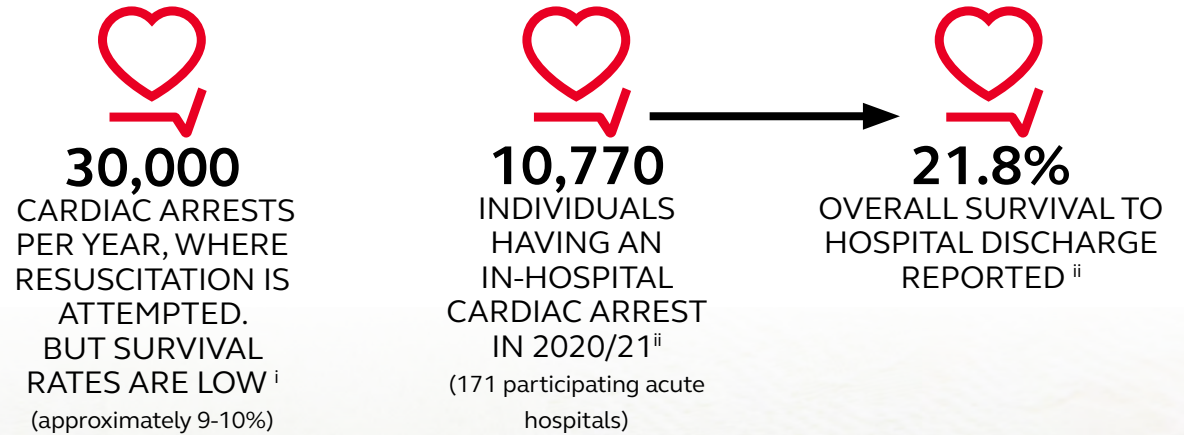
Our people

What makes RCUK special is its people and our access to some of the world's leading experts in the field of resuscitation.

As well as a dedicated in-house team, we're also lucky to have an amazing UK-wide army of volunteer Instructors who are crucial to our ability to save lives through resuscitation. Working tirelessly to educate and train others, they are the bedrock on which we build our ambitions for the future.

We have a bold vision, and the determination, expertise, and ability to save more lives. **We invite you to join us.**

Our Vision



Saving lives underpins everything we do.

Sudden death from a cardiac arrest is one of the leading causes of death in the UK and it can strike anyone, at any time, anywhere.

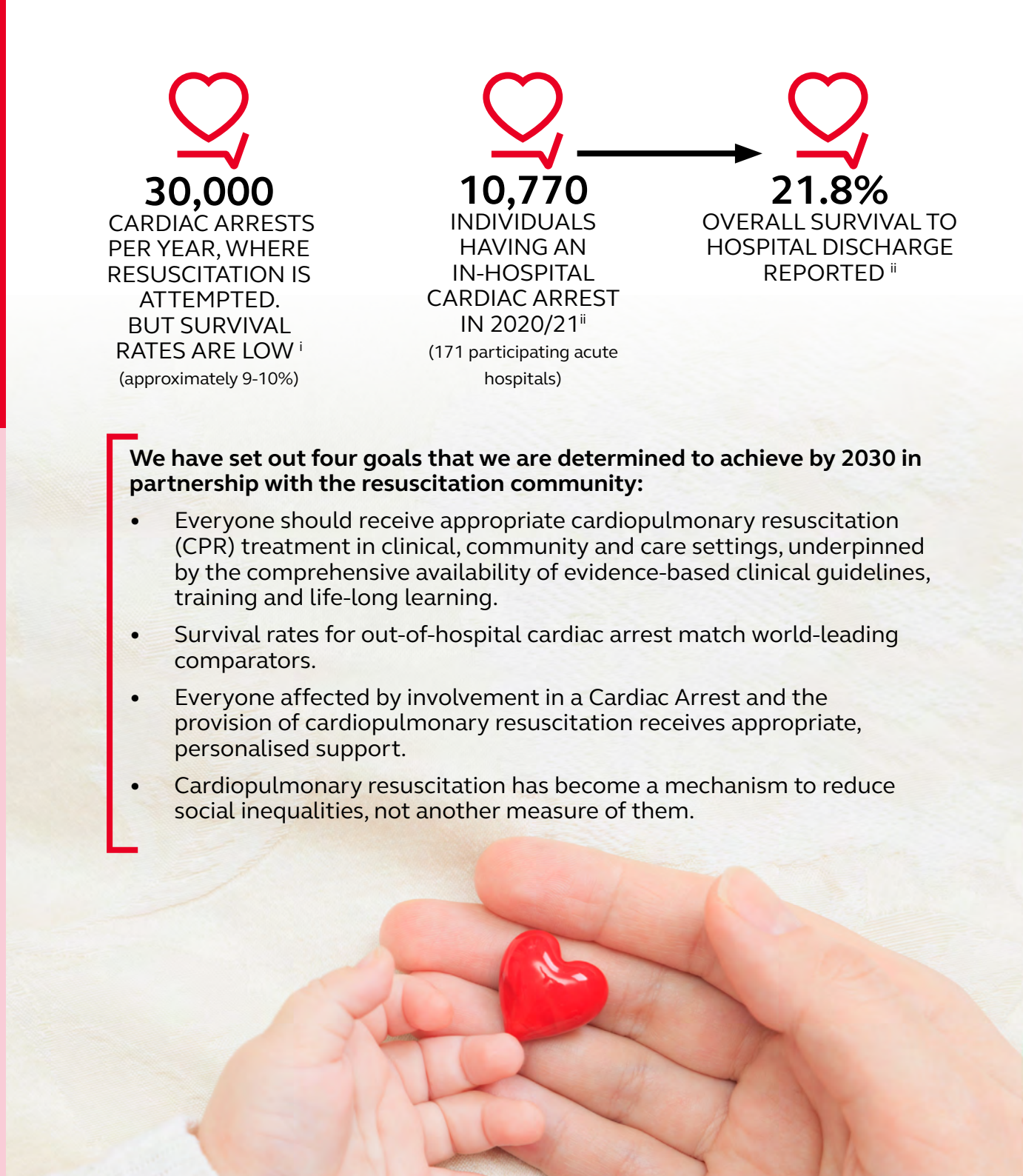
To combat this, we're educating the healthcare professionals and public in all aspects of cardiopulmonary resuscitation (CPR).

We have set out four goals that we are determined to achieve by 2030 in partnership with the resuscitation community:

- Everyone should receive appropriate cardiopulmonary resuscitation (CPR) treatment in clinical, community and care settings, underpinned by the comprehensive availability of evidence-based clinical guidelines, training and life-long learning.
- Survival rates for out-of-hospital cardiac arrest match world-leading comparators.
- Everyone affected by involvement in a Cardiac Arrest and the provision of cardiopulmonary resuscitation receives appropriate, personalised support.
- Cardiopulmonary resuscitation has become a mechanism to reduce social inequalities, not another measure of them.

ⁱ Based on University of Warwick Out-Of-Hospital Cardiac Arrest data for England

ⁱⁱ Based on key statistics from the national in-hospital cardiac arrest audit (NCAA) for 2020/21. (171 participating hospitals). These incidents are defined as any resuscitation event commencing in hospital where an individual receives chest compression(s) and / or defibrillation and is attended by the hospital-based resuscitation team (or equivalent) in response to a 2222 call.



Our people are our strength

Our members and volunteer Instructors include doctors, nurses, resuscitation officers, paramedics, other healthcare professionals and non-clinical members of the public.

They are experts in a wide range of clinical settings including primary care (general practice), ambulance services, emergency and acute hospital medicine, intensive care and anaesthesia, cardiology, and end-of-life care.



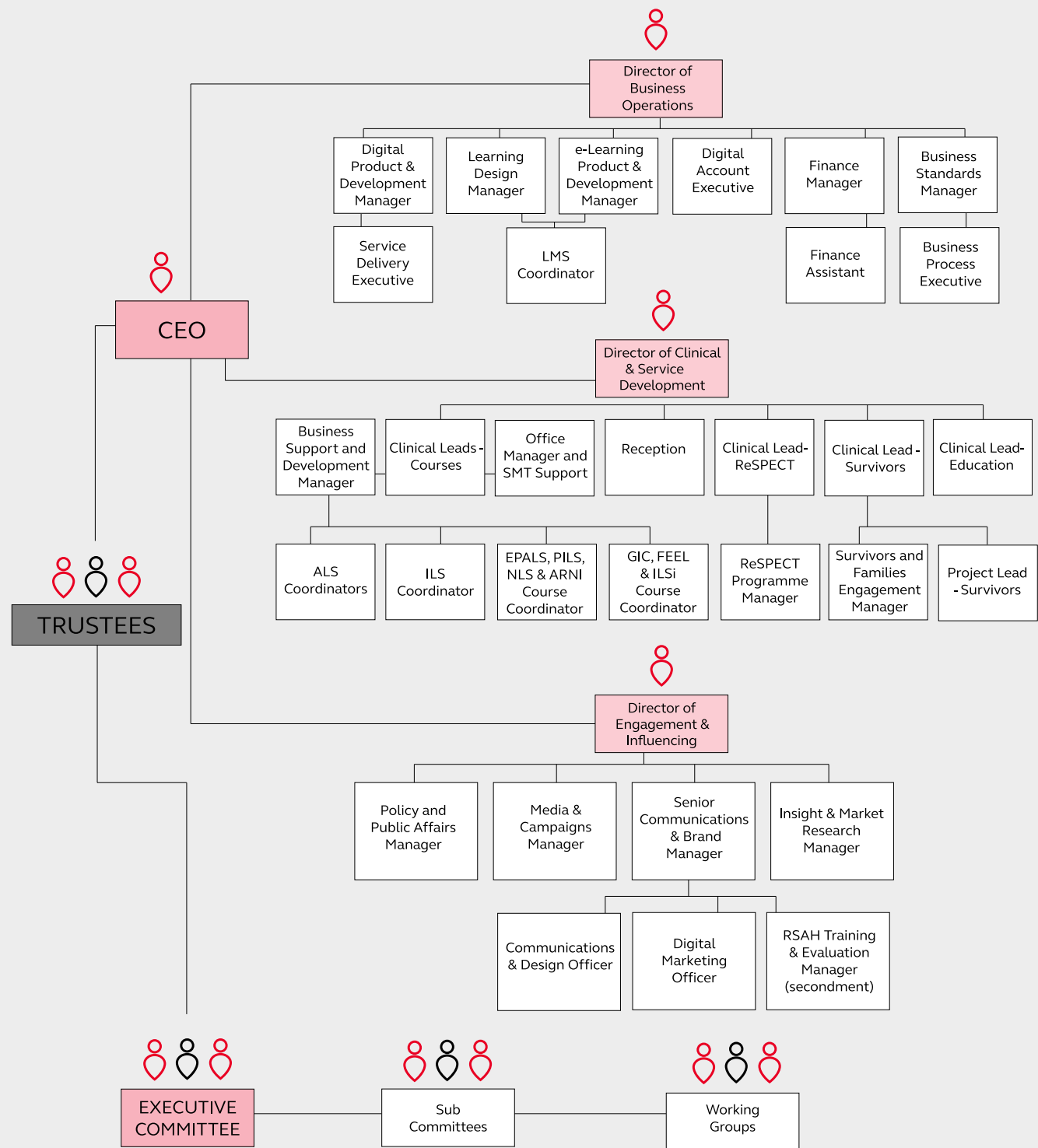
Who we are

RCUK is led by our Chief Executive Officer and Senior Management Team on behalf of the Trustees, by whom we're governed.

Our seven Trustees include the President, Vice-President, Honorary Treasurer and Honorary Secretary. The CEO and the Board of Trustees are advised by a 25-person Executive Committee, 12 of whom are elected from, and by, RCUK Full members.

Members of our Subcommittees and Executive Committee are part of the national and international community of resuscitation practice. Experts are involved in national groups and organisations such as the Out-of-Hospital Cardiac Arrest Expert Advisory Group (NHS England and Improvement), National Cardiac Arrest Audit (NCAA), and National Confidential Enquiry into Patient Outcome and Death (NCEPOD).

Many of these experts are influential not only in Europe as Members or Chairs of committees within the European Resuscitation Council (ERC), but also within the International Liaison Committee on Resuscitation (ILCOR) community.



What we do.

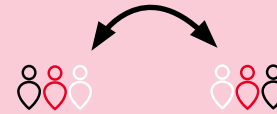
The more people we educate, the more people will survive cardiac arrests in the future.

In 2020/21, 17,000 RCUK Instructors trained over 100,000 healthcare professionals, including doctors, nurses, paramedics and other allied healthcare professionals.



We create guidelines

Based on the best available evidence, we create NICE accredited guidelines for healthcare professionals, health service managers, patients, their families and carers, and members of the public involved in resuscitation. With the latest editions published in May 2021, these are tailored specifically to clinical practice in the UK. They are a crucial part of the toolkit our volunteers use to arm people with the necessary skills to resuscitate.



Working in partnership to effect change

We enjoy an enviable position as the acknowledged expert organisation in the field of resuscitation. We also work closely with charities and other professional organisations including the Royal Colleges to develop Quality Standards for CPR Practice and Training and to ensure their continued provision and delivery as part of statutory training and professional development. We ensure that resuscitation continues to be seen as a priority area for decision-makers in government, the NHS and the wider stakeholder community. We understand that significant improvements in survival will only be achieved by strategic, system-wide developments. That's why we've played an active role in multi-partner campaigns to ensure that school students receive CPR training and that defibrillators are properly mapped. We're proud of our role coordinating Restart a Heart and we are delighted to partner with a number of community-led organisations that can help us reach diverse communities and address the health inequalities that exist around cardiac arrests.



We provide training and training materials

We're respected nationally and internationally for our high quality, evidence-based resuscitation training and training materials. Our courses in adult, paediatric and newborn resuscitation are developed by a number of subcommittees, comprising healthcare professionals and educators representative of the core subject group, and they're delivered by a network of over 17,000 trained Instructors.

What we do continued...



Scientific research and financial support

We promote research into all aspects of the science, practice and teaching of resuscitation techniques, and provide financial support for suitable projects through our £150,000 annual research fund.



ReSPECT

We're leading the development and UK-wide implementation of ReSPECT, the Recommended Summary Plan for Emergency Care and Treatment, designed to be applicable to all patients in all care settings. ReSPECT encourages an informed and open discussion between patients and health and social care professionals where the personal preferences of the patient are truly reflected upon.

Research study topics funded over the last few years include AEDs within urban and rural areas, the development of human models for resuscitation chest compressions, the experiences of paramedics taking part in large randomised airway trials and developing a quality of life instrument for survivors.

Since ReSPECT's national launch in 2017, we have seen a huge uptake across the UK's health and social care system. It's now used in around 75% of counties in England, in some areas of Scotland and is recognised in all areas of the UK.

What we do continued...



We've developed products that help save lives

Designed to support healthcare professionals, iResus is a free app which enables users to access the latest resuscitation algorithms. We've also developed our Lifesaver portfolio, which allows viewers to step into an emergency situation and learn the crucial skills needed to save a life. Whether you want to offer CPR and choking training to your employees or students, or want to learn yourself, we have an engaging way for you to learn what to do.



Restart a Heart Day

We lead the Restart a Heart campaign, a national collaborative, with the British Heart Foundation, St John Ambulance, British Red Cross and Association of Ambulance Chief Executives. This annual campaign aims to teach vital life-saving cardiopulmonary resuscitation (CPR) skills to as many people as possible.

In 2020/21, iResus had over 45,000 downloads.

And since spring 2013, an estimated 2 million people have accessed Lifesaver across all platforms.

During the 2021 Restart a Heart campaign, #RestartAHeart reached over 15 million people and we estimate that over 100,000 people across the UK attended face-to-face training.

What our staff say



In all of my long years of experience I have never worked in such a collaborative and inclusive environment where teams and individuals work so well together led by a strong Senior Management Team and a CEO whose (virtual) door is always open.



**Suzanne/
Executive Assistant**

I joined RCUK during the pandemic in October 2021, and from day one, all the RCUK teams have welcomed me. It is a breath of fresh air to work for an organisation with a culture of collaboration between all departments. We are all committed to one goal; everyone should have the necessary skills to save a life.



**Buster/
Digital Account Executive**

I love working in an organisation whose foundation is built on clinical evidence and excellence in practice but at its heart is care. I am part of a cohesive and dynamic team who, irrespective of their role with the organisation, are all committed to the idea that everyone should have the skills needed to save a life. It is not just an aspiration but a tangible goal that we are all striving to deliver.



**Isabelle/
Clinical Lead: Courses**

What we're looking for

Let us tell you more about the opportunity to work with us...

Job title |

Digital Marketing Officer

Department |

Engagement and Influencing

Location |

Resuscitation Council UK,
Tavistock House North,
Tavistock Square,
London, WC1H 9HR

Reports to |

Senior Communications and Brand Manager

Salary range |

£29,000 - £33,000

Hours |

37.5 hours per week

Digital Marketing Officer | Job Description

Background

Resuscitation Council UK's Engagement and Influencing department delivers creative communications and authentic engagement activities that support the organisation's Vision to 2030. Our audiences include health and social care professionals, members of the public, charities, professional bodies and associations, UK policy makers and campaigns groups.

Our goal is to provide the best digital experience for our audiences. To inspire and motivate people to support us in our aim of ensuring everyone in the country has the skills they need to save a life. We are looking for a highly creative person with an audience first mindset.

You will understand the nuances, advantages and shortcomings of using different platforms and advise accordingly.

Our digital marketing activities must help equip health and social care professionals with cutting-edge, evidence-based resuscitation guidelines and training, as well as ensure members of the public learn CPR skills, so more people are given a chance of survival in an emergency. As a team, we're heavily involved in developing a new and important programme of work to support all those involved in, or impacted by, out-of-hospital cardiac arrest and normalising the importance of

shared CPR decision-making through our emergency care and treatment planning process, ReSPECT.

The Digital Marketing Officer will be responsible for delivering outputs from the social media and email marketing strategies and website content, using insight to drive developments. A strong grasp of analytics will be key as you will be responsible for the evaluation and analysis of digital marketing, including social media, website analytics, and e-newsletters.

These channels play a key role in our ability to raise awareness for, and build the profile of, Resuscitation Council UK, our guidelines, courses, and standards. Working with other members of the Engagement and Influencing team, you will also support on digital aspects of campaigns and initiatives to further public awareness of cardiopulmonary resuscitation and defibrillation, support for survivors and the promotion of ReSPECT.

The Digital Marketing Officer will be situated within the Engagement and Influencing team of RCUK and will report to the Senior Communications and Brand Manager. The role will work closely with all members of the Engagement and Influencing, Business Operations and Clinical and Service Development departments and the wider resuscitation community. Diversity and inclusion will be important principles considered in all elements of work.

What we're looking for

We always seek to balance business needs with a flexible approach to working styles and preferences. Work can be undertaken at home and/or in the office (Tavistock House, London), at the successful applicant's choice. Some travel to the office or other locations will be required as part of the role, but reasonable adjustments, such as enabling the postholder's participation through digital technology, will be made for the successful applicant where this is required. If you would like to make an Access to Work application for a grant to pay for support tailored to your individual needs, such as a support worker, adaptations to the equipment you use, special equipment, taxi fares to and from work if public transport is not accessible to you, we will support you in this process.

Digital Marketing Officer | Job Description

Key responsibilities

Marketing

- Project manage delivery of email communications, considering location of 'always on' content on RCUK digital platforms to ensure an effective user journey.
- Write content and build emails using branded email templates, and ensure that all emails are signed off by appropriate colleagues.
- Gather insight from our core audiences to ensure we have a good understanding of what they want from RCUK, working with Insight Manager.
- Ensure all emails are sent in line with General Data Protection Regulation (or GDPR).
- Support other departments in the development of e-marketing resuscitation products to support business growth.
- Support on the promotion of paid events such as conferences through digital marketing and direct communications.
- Support on the delivery of marketing and communications plans for core RCUK campaigns, such as Restart a Heart, and programmes of work, such as ReSPECT.

Social media

- Create, curate and share high quality social media content using a range of different formats.
- Consider and make recommendations for RCUK expansion onto other social media platforms in line with RCUK objectives and where the audiences we are trying to reach are.
- Answer queries posted on our social media channels (liaising with other teams as required) and escalating reputational issues.
- You'll need to have a solid understanding of digital storytelling and be able to take ownership of planning and implementing campaigns against organisational priorities.
- Be responsible for developing digital campaigns that help us reach and mobilise new and existing audiences and make an impact on decision makers.

What we're looking for

Digital Marketing Officer | Job Description

Website

- Write/produce, build and publish content for the RCUK website, including articles, features, statements and updates, ensuring diversity and inclusion is considered in everything we do.

Analytics and Measurement

- Work with the Senior Communications and Brand Manager to evaluate the impact of organic and paid RCUK social media activity, through monthly reporting and evaluation of larger initiatives and campaigns.
- Lead on producing reports with social media insight and analysis and present to other departments/members of the team.
- Evaluate the impact of RCUK emails activity with the Insight Manager, through regular analysis of emails sent, and use this insight to get a better understanding of how audiences are engaging with our email content and to continually improve email communications.
- With the support of Senior Communications and Brand Manager and Digital Product and Development Manager, set up SEO strategy and google ads to further RCUK's reach.

- Use insight (eg Google Analytics, Google Search Console, Crazy Egg, surveys, insight from social media and other insight) to identify content gaps and opportunities for content improvement and effective user journeys to and within www.resus.org.uk in line with user needs.
- Evaluate website performance using aforementioned tools and report on performance, using the insight gained to inform future content and taxonomy decisions on the website.

Other

- Follow RCUK brand and style guidelines to ensure RCUK communications are consistent across all comms channels.
- Record interactions with partners in the RCUK CRM (customer relationship marketing) system to ensure there are good contact lists of partners and record keeping around engagement.
- There is an occasional need for weekend/evening working.

What we're looking for

Digital Marketing Officer | Person Specification

Essential (E) and Desirable (D) attributes

Qualifications, knowledge and experience

- Experience of working in communications, digital, or a similar field (E).
- Experience of measuring the impact of marketing deliverables, using a range of channels to reach target audiences (E).
- Experience of producing high-quality, creative, digital marketing deliverables, including copy writing, tracking and reporting (E).
- Experience working with a website CMS and email marketing solutions including MailChimp (E).
- Experience in social media marketing and email marketing (E).
- Experience managing social media channels for a charity or brand (D).
- Good understanding of data privacy and General Data Protection Regulation (or GDPR) (D).
- Excellent time management skills with the ability to prioritise workloads, deal with conflicting demands and meet tight deadlines (E).
- A proactive approach, with the ability to use initiative (D).
- Flexible and adaptable; a good team player (E).
- Experience with Adobe Creative Suite, animation software and iMovie/ Final Cut, including making digital documents accessible (D).
- Familiarity with basic HTML coding concepts (D).
- Familiarity with Drupal CMS (D).

Personal Attributes and Skills

- Good writing, editing and proofing abilities, excellent attention to detail (E).
- Strong commitment to diversity and inclusion (E).
- Ability to convey information accurately and promptly to internal and external customers (E).

What we can do for you

We recognise the commitment and efforts our employees make to keep our organisation running smoothly and efficiently - so in return, we offer a wide range of staff benefits.

We always seek to balance business needs with a flexible approach to working styles and preferences.

We have a strong commitment to inclusion and diversity and will support Access to Work applications.

Holiday allowance

30 days' annual leave for the first six years, thereafter increasing to the maximum which is 33 days.

Personal Accident Cover

If, after the successful completion of the probationary period, you die during your period of employment as the result of an accident, personal accident insurance benefit based on three times your annual gross salary will be paid to your nominated trustee.

Private Medical Insurance

After three months of working with us you'll be invited to join the private healthcare scheme, currently administered by Aviva.

Pension Plan

A workplace pension scheme where we contribute 8% of your salary into the scheme. The scheme is activated after three months of employment.

Interest-Free loans

Permanent employees (after successful completion of their probation period) can apply for an interest free travel and/or tenancy deposit loan up to a total of £10,000. This is deducted from your monthly salary.

Life Insurance

If, after the successful completion of your probation, you die during your period of employment, life insurance consisting of three times your annual gross salary will be paid to your nominated trustee as a tax-free lump sum.



How to join us

To apply for this exciting opportunity, please submit:

- A comprehensive CV, specifying significant achievements in your career to date.
- A supporting statement, of no more than two sides, explaining how your skills and experience can support and add value to our organisation.
- A completed diversity monitoring form.

Email your applications to recruitment@resus.org.uk with **Digital Marketing Officer** in the subject line by **9am on Monday 4 July 2022**.



During the shortlisting process, those shortlisting applications will not have access to your name, date of birth or address.

Interviews for this role are planned for the week commencing 11 July 2022.

If you need any assistance with the application process, adaptations or modifications for interview, please let us know.

We welcome and will accept applications using an alternative process (such as video or audio applications). Please contact us on email or by phone to discuss this prior to submitting your application.

Please email suzanne.horner@resus.org.uk or phone **0207 391 0718** to discuss your requirements.

For an informal and confidential discussion about the role, please contact Emily Pulham, Senior Communications and Brand Manager, on 0207 391 0723 or emily.pulham@resus.org.uk