

# Job Description

## Head of Communications and Membership Engagement



### The opportunity

[The Intensive Care Society \(ICS\)](#) is the heart of the UK's intensive care community, bringing together doctors, nurses, psychologists, pharmacists, and allied health professionals who dedicate themselves to saving and transforming lives. Our mission is to foster groundbreaking research, elevate care standards, and deliver the best outcomes for patients and their families.

### The role

Are you a dynamic and strategic communications leader passionate about making a real impact? Do you thrive on shaping narratives, engaging diverse audiences, and driving membership growth? If so, we have an exciting opportunity for you!

As our **Head of Communications and Membership Engagement**, you will play a pivotal role in shaping how we connect with our members, stakeholders, and the wider healthcare community. From crafting compelling campaigns to leading media engagement, fundraising communications, and digital strategy, this role is about making our message heard and strengthening our impact.

We are looking for a creative and strategic communicator with a proven track record in delivering high-impact marketing and engagement strategies. You'll be a confident senior leader, managing a small but talented team, and using data-driven insights to grow and engage our membership. If you have experience in strategic communications, digital marketing, stakeholder engagement, and fundraising, and you're ready to take on a leadership role that makes a difference, we'd love to hear from you!

**To apply:** please send your CV and a supporting statement (maximum 300 words) outlining how you meet the criteria to [HR@ics.ac.uk](mailto:HR@ics.ac.uk)

- **Closing date:** applications must be received by **9am on Tuesday 22 April 2025**.
- **Interviews:** scheduled to take place in early May.
- **Applicants must have the right to work in the UK.**
- **Hybrid working with a minimum of two days in the office in London.**

### Benefits

- Defined contribution pension scheme after three full months service (employer contribution 5% and employee contribution 3%). The option for employees to contribute an additional 1% to their pension then ICS will match that with an additional 1%. Salary sacrifice scheme.
- Life assurance (after 3 months service) which provides a death in service payment of twice basic salary.
- Confidential Counselling Helpline 24 hours per day, 365 days a year for employees needing confidential help and advice. Telephone support on any matter that is causing upset or anxiety.
- 25 days annual leave and additional annual leave during the office closure period between Christmas and New Year.
- One extra day of annual leave for every complete year worked up to a maximum five days.
- Payment towards eye tests up to £50 per annum.

## Job description

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| <b>Job title:</b>    | Head of Communications and Membership Engagement  |
| <b>Reporting to:</b> | Chief Executive   |
| <b>Salary:</b>       | £60,000   |
| <b>Job purpose</b>   | To lead communications, marketing and member engagement across all our activities, with particular focus on membership growth, events, learning, standards, guidelines and fundraising. You will build, maintain and manage the reputation of ICS and lead activity to influence policy and raise the profile of the Society. |

### Key accountabilities:

- To lead on communications, marketing and member engagement developing and overseeing long-term strategic planning.
- To oversee a small team to deliver accurate, impactful, innovative and engaging communications and marketing campaigns to promote our activities, across different platforms using digital media.
- To manage the website and ensure it is accurate, engaging, and effectively conveys the values of the Society to all stakeholders.
- Develop and implement innovative strategies to increase member retention, engagement, and satisfaction.
- To make maximum effective use of the CRM and all available data to identify potential membership markets and analyse trends.
- To lead the external engagement function of the Society and raise our profile by working directly with local and national media, ensuring that all communication channels, including website and social media, are managed effectively delivering a consistent message to all stakeholders.
- Oversee the development and delivery of the Society's fundraising strategy, including engagement with corporate sponsors, high-net-worth individuals, families of former patients, and trust/grant applications with the support of the Society's Fundraising Manager.
- Support the Society's digital strategy activity and strategic planning.
- To manage the communications budget and ensure fundraising and membership income targets are met.
- To provide line management to a small team of four direct reports and manage a cross-team focused on membership.

Success will be measured by achieving membership growth targets, marketing and communications engagement metrics and fundraising achievements.

### Other

- Model the Society's values and work in accordance with the Society's policies
- Undertake any such other duties as may be reasonably required, consistent with the nature of the post.

## **Person Specification - Essential Criteria**

### **Experience and Knowledge**

- Proven experience in a senior communications, marketing, or membership engagement role.
- Experience developing and implementing strategic communication and engagement plans.
- Strong track record in digital marketing, including social media, email campaigns, and website management.
- Experience managing external relationships, including media, corporate sponsors, and stakeholders.
- Experience leading fundraising campaigns and securing income through sponsorships, grants, and donations.
- Knowledge of CRM systems and data-driven approaches to membership growth and engagement.
- Budget management experience, ensuring financial targets are met.

### **Skills and abilities**

- Excellent written and verbal communication skills, with the ability to produce compelling content.
- Strong leadership and team management skills, with experience overseeing a team and cross-team projects.
- Ability to manage multiple priorities, meet deadlines, and work under pressure.
- Strong analytical skills to interpret data, evaluate trends, and inform decision-making.
- Confident and persuasive presenter, able to represent the Society externally.
- Strategic thinker with a proactive and innovative approach.
- Collaborative and adaptable, able to engage with diverse stakeholders.
- Passionate about the mission and values of the Intensive Care Society.
- High level of professionalism, integrity, and accountability.