

Dear prospective applicant,

I am delighted that you have expressed an interest in the role of Director of Communications and Marketing of the British Chiropractic Association.

The BCA is the national body for chiropractors in the UK and has been in existence for over 90 years, making it the oldest and largest chiropractic Association in Europe. The BCA plays a significant role in the UK, in Europe and globally. It led the effort to establish the profession's statutory regulator, the General Chiropractic Council and the Royal College of Chiropractors and three of the main educational institutions for chiropractors in the UK. These key milestones have established the profession at the heart of mainstream healthcare in the UK. The BCA has undergone exciting change in the past year and have capitalised on our position as the 'Voice of Chiropractic' with 45 thousand prospective referrals through the BCA Find a Chiropractor page and 128 million impressions in nation and international media.

The BCA has an elected Board of nine members including the Executive which consists of the President, Vice President, Treasurer and Secretary. There is a dedicated team of administrative, marketing, conferencing and sales staff at our offices in Edinburgh and a Chief Executive Officer working remotely.

We are now looking for a Director of Communications and Marketing to build on our success and establish a clear Communications strategy. The job description and person specification are contained in **Annex A**.

If you wish to have an informal discussion about the role, please contact me on:  
[catherine.quinn@chiropractic-uk.co.uk](mailto:catherine.quinn@chiropractic-uk.co.uk).

I look forward to receiving your application.

Catherine Quinn  
**President**

## Annex A

### Job Description

<b>Role:</b>	<b>Director of Communication and Marketing</b>
<b>Reports to:</b>	<b>The BCA CEO</b>
<b>Accountable to:</b>	<b>The BCA Board of Directors</b>

---

The BCA has a great responsibility within the chiropractic profession. As the largest professional Association for chiropractors in the UK and Europe, we are called on to represent the profession and the views of chiropractors. Most importantly, we have a duty to support and serve the BCA members. We consider communication a fundamental aspect of this and recognise the need to strengthen both our internal and public communications to order to achieve high levels of member satisfaction.

#### **Job brief**

We are looking for a competent Director of Communication and Marketing to be in charge of the BCAs marketing ventures and communication strategy. This primarily involves developing and implementing strategies to strengthen the Associations market presence and help it find a “voice” that will make a difference both within and for the chiropractic profession as well as communicating to members.

The ideal candidate will be an experienced professional with a passion for the job, able to employ unique marketing techniques. They will be a skilled marketing strategist and able to drive creativity and enthusiasm in others. The goal is to increase the Association’s market share and influence and to improve internal communications with members

#### **Principal responsibilities**

These include:

- Develop a brand strategy that aids the delivery of the Association’s corporate strategy
- Set and administer an annual marketing budget
- Designing and implementing comprehensive marketing strategies to create awareness of the BCA’s activities
- Managing Marketing and PR activities and providing guidance and feedback to the Board, staff and involved parties of the BCA
- Negotiate with media agencies and secure agreements on the production of promotional materials
- Manage and refine the organisation’s social media presence
- Producing ideas for promotional events or activities and organising them efficiently
- Plan and execute campaigns for corporate promotion, launching of new member benefits, events and achievements etc.
- Monitor progress and submit performance reports
- Responsible for producing valuable content for the Associations online presence, editorial design and organising the Association publications

- Conduct general market research to keep abreast of trends and movements in the chiropractic profession and with its key stakeholders
- Control budgets and allocate resources amongst projects
- Become the Associations agent towards external parties such as media, stakeholders and potential clients and build strategic partnerships

### **Key relationships:**

#### External

- The General Chiropractic Council
- The Professional Standards Authority
- The Department of Health
- The European Chiropractors' Union
- The World Federation of Chiropractic
- The current chiropractic educational providers
- The Royal College of Chiropractors
- Chiropractic Patients' Association
- Other chiropractic associations
- PR agency (Grayling)

#### Internal

- The CEO/President
- The Executive/Board of Directors
- The Membership
- Staff
- Other external providers of services e.g. accounting, communications, IT etc.
- Past Presidents
- Committee chairs and members



Person specification

Qualifications/experience/skills/knowledge	Essential	Desirable	How assessed?
<b>Educational background</b>			
A BSc/BA in business administration, marketing and communications or relevant field	x		cv
<b>Experience</b>			
Proven experience as Marketing Director		x	cv/interview
Excellent leadership and organising skills	x		cv/interview
Analytical and creative thinking	x		cv/interview
Exquisite communication and interpersonal skills	x		cv/interview
Up to speed with current and online marketing techniques and best practices	x		cv/interview
Thorough knowledge of web analytics (e.g. Google Analytics, WebTrends etc.) and Google Adwords	x		cv/interview
Working with non-executive directors and members to deliver on objectives		x	cv/interview
<b>Knowledge and skills</b>			
Excellent oral and written communication skills	x		interview
Financial management skills		x	interview
Good understanding of social media	x		cv/interview
Ability to undertake horizon scanning	x		interview
Stakeholder management	x		interview
Good understanding of the UK Health sector		x	cv/interview
Knowledge and understanding of the chiropractic profession		x	cv/interview
<b>Personal attributes</b>			
Impacts others positively	x		interview
Has good judgement	x		interview
Has strong influencing skills	x		interview
Possesses good interpersonal skills	x		interview