



*"The Voice of UK Cardiology"*

## Vice-President (Digital, Communications and Marketing)

### **Role Description**

**Term of Office:** 3 years, following 1 year in Elect position

### **Context**

The British Cardiovascular Society (BCS) is a membership organisation with charitable status.

The Vice-President (Digital, Communications and Marketing) is a Trustee of the Society and a member of the BCS Board, Executive and Council. The BCS Board of Trustees has oversight of the legal context and governance of the Society, setting and approving the strategy of the Society. The Executive implements the strategy and develops the operational policy. The Council addresses policy matters relating to the stakeholders of the BCS. All are chaired by the President.

The BCS is three years through its [5 year strategic plan](#). The BCS has an ambitious strategy to enhance its services and membership communications. It has an on-going vision to provide high quality education targeting all clinicians and healthcare professionals, and to promote research in cardiovascular medicine in the UK in partnership with stakeholders. The BCS is the voice for all those working in the fields of cardiovascular care and research in the UK; we aim to represent and support both the professionals who work in cardiology and the patients for whom we want to encourage the best possible treatment. Our mission includes setting standards of clinical excellence for the benefit of patients and to be the primary source of professional advice and advocacy in the prevention, diagnosis and treatment of cardiovascular disease.

### **Responsibilities**

#### ***General***

As a Trustee of the British Cardiovascular Society the President, all Vice Presidents and the Honorary Secretary are, along with the non-executive Trustees, responsible for ensuring the effective performance of the BCS and that the BCS meets its legal obligations.

All Trustees are expected to:

- work in partnership with other Trustees and the Executive Group to achieve the objectives of the BCS
- act as high level representatives for the BCS

Each Trustee is an equal member of the Board and has the same responsibility as the other trustees for the success of the organisation for delivering to its core purposes, values and mission and ensuring that there is compliance with its charitable status.

### ***Specifics***

The Vice-President (Digital, Communications and Marketing) is responsible for:

- Providing clinical leadership to the development and implementation of the BCS's Digital, IT, Communications and Marketing strategies ensuring these are aligned with current and new business requirements and the overarching goals of the Society.
- Supporting the BCS in its mission to provide an exemplary service to its members and affiliated societies.
- Chairing the Communications and Marketing Committee.
- Evaluating the success of BCS communications and marketing strategy, projects and plans and adapting them as appropriate.
- Enhancing the BCS's image, brand and reputation with our members, potential members and stakeholders through our communications and digital services.
- Identifying opportunities to promote the BCS and its activities to different audiences.
- Ensuring the BCS Communication and Marketing tools are appropriate and of a good standard (e.g. use of apps, social media, BCS website etc)
- Overseeing the BCS's social media, public relations and media strategy and developing internal policy on these.
- Ensuring joined up communications across the BCS business activities.
- Providing advice to the Board and Executive as appropriate on communication, marketing, press and public relations/media matters as they arise.
- Working closely with the Chair of the Digital and IT Committee to ensure strategies and plans are aligned and to gain expert knowledge and input to inform strategies.
- Working closely with the VP Corporate Development and Finance to ensure strategies are financially viable.
- Chairing the Digital Project Board whose remit is to provide oversight of the BCS's digital strategy and the strategic development of information technology in order to ensure a cohesive technology infrastructure.
- Chairing the archive committee and leading on strategy related to the BCS's archive collection.
- Undertaking a clinical leadership role on functional areas of BCS business and activities as agreed by the President and Board
- Managing assignments designated by the President

The Vice-President (Digital, Communications and Marketing) will:

- Attend meetings of and provide regular reports to:
  - the Board (4 meetings per year)
  - the Executive (4 meetings per year)
  - Executive 'lite' (8 meetings per year)
  - Council (3 meeting per year)
  - the AGM (June meeting at BCS Conference)
- In between Board meetings, Trustees may be expected to meet and/or engage in contact via email or phone, with the President, Chief Executive, and other BCS Officers, staff and volunteers as necessary
- Act as Chair to the following:
  - Digital Project Board (12 meetings per year)
  - Communications and Marketing Committee (4 meetings per year)
  - Archive Committee (6 meetings per year)
- Attend and participate in the:
  - Weekly newsfeed meetings
- Liaise closely with the VP for Education
- Liaise closely with the Chair of the Digital and IT Committee
- Represent the Society as requested by the President

Physical attendance for several Board meetings and the full Executive Committee at the BCS Offices in Fitzroy Square, London is required; otherwise meetings will be virtual. All other meetings will normally be held virtually but with at least one face to face meeting per annum.

***Officers and committee members are required to attend at least 75% of meetings.***

### ***Time Commitment***

In addition to the meetings set out above it is anticipated that the Vice-President (Digital, Communications and Marketing) responsibilities will require an indicative commitment of, on average, 15 hours per month, with the need for flexibility given that this will be variable across the year linked to meeting and activity schedules.

### ***Review Meetings with the President***

Regular meetings will be held with the President in addition to 6 monthly review meetings to agree and monitor objectives.

### ***Support***

Appropriate administration support will be provided via the BCS offices in Fitzroy Square with access to meeting rooms as required.

Induction and training will be provided (and must be undertaken) with regard to wider Trustee responsibilities.

### ***Eligibility***

Those standing for election must:

- be an Ordinary Member of the Society
- have served as a member of Council, a member of a committee of the Society, or as an Officer of one of the Affiliated Societies
- have the support of his/her employer (Chief Executive Officer) at his/her normal place of work and meet the time commitments set out
- be able to commit to the broad remit and duties of the post
- have no criminal record or ongoing disciplinary issues
- declare any conflicts of interest
- be nominated and seconded by Ordinary Members of the BCS
- submit a personal statement relevant to the post
- be approved by the Election Committee as fulfilling the relevant person specification and job description
- be elected by a ballot of Ordinary Members of the Society