



British Cardiovascular Society

'The Voice of UK Cardiology'

Vice President for 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 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 enhancing and maintaining the highest standards in training, education and research 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.

The Vice President for Digital, Communications and Marketing is a Trustee of the Society, a Company Director 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.

Responsibilities

General

As a Trustee of the BCS, 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 delivering to its core aims, values and mission, and ensuring that there is compliance with its charitable status.

Specifics

The Vice President for 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 that 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.
- Working closely with the BCS communications and marketing staff to develop and implement the communications and marketing strategy, evaluating the success of the



- 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 strategy and contributing to the development of a media and public relations strategy, and developing internal policy on these
 - Chairing meetings as required
 - Ensuring joined up communications across the BCS business activities
 - Working with the BCS professional staff to provide 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 for Corporate Development and Finance to ensure that 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
 - Undertaking a clinical leadership role on functional areas of BCS business and activities as agreed by the President and the Board
 - Managing assignments designated by the President

The Vice President for Digital, Communications and Marketing will:

- Attend meetings of and provide regular reports to:
 - the Board (4 meetings per year)
 - the Professional Executive (4 meetings per year)
 - the Operational Executive (8 meetings per year)
 - the Council (3 meeting per year)
 - the AGM (June meeting at BCS Conference)
- Act as Chair to the following:
 - Digital Project Board
- Attend and participate in the Archives Committee
- Attend and participate in Principal Partners meetings
- Be Vice-Chair of the Digital and IT Committee and oversee the appointment of the Chair
- Liaise closely with the other Society Vice-Presidents
- Represent the Society as requested by the President

In between Board meetings, Trustees may be expected to meet and/or engage in contact by email or phone, with the President, Chief Executive, and other BCS Officers, staff, and volunteers, as necessary.

In-person attendance for some (likely to be once a year) Board and Council meetings at the BCS Offices in Fitzroy Square, London is required; other Board and council meetings will be virtual. Most other types of meeting will normally be held virtually.

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



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Time Commitment

In addition to attendance at the meetings set out above, it is anticipated that the Vice President for Digital, Communications and Marketing will require approximately 10-12 hours per month to meet BCS responsibilities.

Support

Appropriate administration support will be provided by the BCS staff who are based in the BCS offices in Fitzroy Square. There is access to meeting rooms, as required, for BCS business.

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