



Job Description

Job title: Advertising Compliance Executive

Reports to:	Director of Advertising Policy and Operations
Contract:	Permanent
Annual leave entitlement:	25 days per annum, pro-rated based on hours
Normal place of work:	283-288 High Holborn, London, WC1V 7HP
Normal working hours:	17.5 to 24.5 hours per week, as agreed
Salary:	£32,000 to £42,000 per annum, pro-rated (based on experience)
Updated:	12.06.2024

About the role:

PAGB, the consumer healthcare association, represents the manufacturers of branded OTC medicines, self-care medical devices and food supplements in the UK. Established in 1919, PAGB has a long and distinguished track record as the industry self-regulatory body ensuring balanced and responsible marketing of self-care products.

We're seeking a candidate to join our advertising compliance team. You will be supporting one of PAGB's core functions by providing efficient assessment of advertising copy to ensure it is responsible and not misleading. Assessors are experts on PAGB's Advertising Codes and Guidelines, providing advice and training to our members while supporting PAGB's overall strategy and goals.

The successful candidate will be a service orientated team player who is able to manage their own time, meeting service targets whilst finding creative solutions to advertising issues and balancing conflicting points of view.

Key Areas of Responsibility:

- Providing efficient, high-quality assessment and approval services for consumer advertising for food supplements, OTC medicines and medical devices advertising.
- Provide advice / feedback on acceptable advertising claims and interpretations of the Codes and Guidelines, helping PAGB members develop compliant materials that achieve their marketing objectives.
- Engage with PAGB members to assist in claims development, marketing support, and problem resolution.
- Support the development and running of workshops and other training that may be required by PAGB members.
- Undertake pack design assessments.
- Maintain processes required to track workflow and workload as set out in the standard operating procedures (SOP).
- Help monitor and report on advertising and marketing issues and provide content for member updates via mailings, presentations and PAGB publications.
- Contribute to internal projects to ensure PAGB maintains core service levels and adapts to meet the changing needs of PAGB member companies and the self-care market.
- Promote PAGB's services to existing members through company visits and to be an advocate of PAGB to potential new members.

- Support wider PAGB strategy projects as agreed, undertaking any task that may be reasonably requested by their manager.

Person specification

Desirable

- Experience of providing advice, content review and approvals or equivalent analytical or problem-solving skills.
- Experience of working with the CAP/BCAP Code, MHRA Blue Guide, Human Medicines Regulations or Nutrition and Health Claims Regulations.
- An understanding of the consumer healthcare market in the UK and key issues affecting PAGB member companies.
- Experience in evidence assessment including clinical trials.

Skills

- Ability to work independently and as part of a small team, contributing ideas and assisting colleagues when appropriate.
- Ability to deal with a range of stakeholders in a professional and polite manner.
- Excellent written and verbal communication skills with the ability present complex information persuasively and tactfully.
- Analytical approach with good attention to detail.
- Good organisational, planning and prioritising skills, able to handle pressure in a deadline driven job.
- Good presentation skills and ability to work with Microsoft Word, Excel, Adobe and PowerPoint.