Marketing Executive (NHS)

## Job details

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| Job title: | Marketing executive (NHS) |
| Department: | Marketing |
| Location: | Remote, home based |
| Reporting to:  (job title only) | Marketing & Communications Manager (NHS) |
| Direct reports:  (job title only) | None |
| Accountable to:  (where applicable) | Marketing & Communications Manager (NHS), Head of marketing  Market Directors  Service Leads |
| Responsible to:  (where applicable) | N/A |
| Job purpose: | To create and deliver a range of marketing activities aligned to business objectives that build positive brand profile and local awareness across Vita Health Groups NHS business unit |
| Role and Responsibilities: | * Day to day delivery of social media activity, ensuring all campaigns are well planned and executed on-time. * Produce engaging multi-media content to use across social media, email and websites. * Manage and develop multiple social media platforms and campaigns including measurement against KPI’s and ROI objectives. * Effective liaison with internal and external (NHS comms teams) key stakeholders to build strong communication links and exploit partnership opportunities. * Engage with Vita’s local NHS outreach teams and partners and support with appropriate materials and expertise. * Manage website updates as required (Wordpress platform) * Manage digital footprint through Google reviews, Google places and website optimisation, engaging with specialist as required. * Manage NHS digital advertising activity e.g. Facebook ads, PPC etc * Monitor and conduct end user analysis, behaviour and identify trends. * Undertake regular competitor analysis, report monthly. * Provide strong project management and stakeholder management skills, with the confidence to be able to collaborate and drive the annual marketing plan forward. * Work collaboratively with the wider team to ensure alignment of message and approach where appropriate * Participate in the co-ordination of internal and external stakeholder engagement groups   **Equality Diversity & Inclusion (EDI)**  We are proud to be an equal opportunities employer and are fully committed to EDI best practice in all we do. We believe it is the responsibility of everyone to ensure their actions support this with all internal and external stakeholders.   * Be aware of the impact of your behaviour on others * Ensure that others are treated with fairness, dignity and respect * Maintain and develop your knowledge about what EDI is and why it is important * Be prepared to challenge bias, discrimination and prejudice if possible to do so and raise with your manager and EDI team * Encourage and support others to feel confident in speaking up if they have been subjected to or witnessed bias, discrimination or prejudice * Be prepared to speak up for others if you witness bias, discrimination or prejudice |
| Governance:  (where applicable) | Adhere to relevant VHG, NHS and other national guidance |
| Training and supervision: | Participate in supporting on any internal marketing training needs  Undertake internal mandatory training |
| Additional information: | Some travel including occasional overnight stays may be required, so a full clean driving licence is desired. |

## Person specification

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|  | **Essential** | **Desirable** |
| **Qualifications** | A-level education | CIM and digital qualifications e.g Google |
| **Experience** | Experience of delivering marketing activity in a fast paced, results orientated organisation. | Experience in digital campaign creation, digital execution and analysis |
| **Skills/knowledge** | Significant demonstrable experience in social media & digital marketing planning and delivery  Strong creative skills to produce engaging social content  Ability to use software packages such as Microsoft Word, Excel and PowerPoint  The ability to both work co-operatively with both clinical and non-clinical staff to develop effective working relationships  Proven track record of working calmly and effectively to tight deadlines, sometimes conflicting and sometimes under pressure  Excellent interpersonal and presentational skills  Strong negotiation and influencing skills with ability to motivate and engage individuals and teams  Appropriate awareness of data protection and GDPR implications | Relevant knowledge of the healthcare sector marketing  Proficient at the use of Mailchimp and Wordpress  Understanding of social media tool and scheduling systems  Knowledge of Google Analytics |
| **Personal competencies and qualities** | Ability to represent the organisation at all levels including with patients, senior management and external stakeholders  Creative thinker, keen to consider new approaches and able to convey the vision to others  Willingness to work flexibly to meet the needs of the organisation  Good humoured, tactful and respectful  An awareness of and commitment to supporting and facilitating diversity and inclusion |  |

# Version Control

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| Owner: | Human Resources | Review: | Annually | Classification: | 1 (Proprietary) |
| Author: | Human Resources | Version: | V1.1 | Status: | PUBLISHED |
| Date Published: | 03/12/2019 | Code: | TBC |  |  |

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| Version: | Date: | Summary of Changes |
| V1.1 | 03.12.19 | Document copied onto authorised VHG branded Policy Template (original had no coding) |
| V1.2 | 06/08/20 | Updated to include diversity and inclusion statement |
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