**Job Description**

**NHS Professionals Limited**

|  |  |
| --- | --- |
| Job Title: | Marketing Executive |
| **Level:** | L2 |
| **Location:** | Hemel Hempstead – occasional national UK travel will be required as part of the role |

**Role summary:**

Reporting into the Strategic Marketing Manager, this role will coordinate and manage a variety of member engagement, utilisation and brand awareness activities - and a variety of projects to support the wider team.

The Marketing Executive will manage, coordinate, and fulfil marketing communication activities across external audiences including:

* Help shape the customer experience of NHS Professionals
* romote NHSP’s services to senior NHS leaders across the country
* recruit and/or retain customers to NHS Professionals
* deliver and promote best practise across the business

**Organisational Position (Illustrative):**

**Responsibilities**

**Marketing:**

* Identify, coordinate and fulfil marketing activities across external audiences which support NHSP and the marketing teams’ evolving goals
* Work closely with the team, delivering digital and offline campaigns, including social media posts and paid campaigns that are highly optimised, include campaign tracking
* Proactively research new technologies and marketing tools and identify opportunities for process improvement and simplicity in execution
* Brand ambassador for NHSP ensuring tone of voice is on brand when working with other departments
* Managing our relationship with suppliers and responding/answering queries
* Ensure that internal processes are followed
* Effective liaison with internal suppliers to meet resource dependencies e.g. IT to support
* Creating and distributing promotional literature
* Team mailbox management including handling and fulfilling marketing requests
* Sourcing and fulfilment of promotional merchandise
* Inventory management of marketing materials across all storage and fulfilment locations including Marketing Toolkit
* Manage NHSP Bank Member of The Month award
* Work with the wider team ensuring that all communications, marketing, customer and stakeholder-facing collateral across the business is consistent with and supports the brand strategy

**Social Media**

* Manage stakeholder/influencers watchlist to identify trends and hot topics and inform ExCo
* Evaluate all channels in particular Instagram and optimise engagement and followers
* Support the Social Media Manager with the management of social channels, and work with Strategic Marketing Mangers to create compelling content strategies and execution
* Continually working to recognise opportunities to innovate digital processes and presentation, working to engage members, to improve utilisation and shift fill
* Creation of relevant content for a range of different staff groups
* Proactively support content creation and scheduling for industry and societal key dates across social media platforms

**Website**

* Ensure content is kept updated on our platforms
* Work towards improving our sites SEO to increase visitors to our websites through SEO friendly copy

**Administration**

* Manage PO and invoicing process for team
* Purchase requisition handling and courier request management
* Effective liaison with internal suppliers to meet resource dependencies e.g. IT to support
* Ensure that purchasing processes are carried out for every chargeable service/requirement
* Maintenance of information on marketing and communications intranet page

**Resource Management**

* You will be expected to work within agreed financial budgets and time deadlines and to demonstrate a strong customer service ethic
* Responsible for procuring marketing/communication products and services, including printed collateral, advertorial and promotional support from agreed agencies and suppliers

**Communication**

You will be expected to demonstrate, through your actions, good professional practice in personal and corporate communications at all times. As a member of the Marketing & Brand team you are a brand champion and must ensure correct and accurate representation of NHSPs professionalism in everything you do – this especially means accurate, high quality, mistake-free communications.

**Accountabilities:**

* Accuracy of communications, content and production of marketing assets in line with brand guidelines
* Bringing creativity to bear on NHSP’s brand management opportunities, working with designers, digital specialists and others in doing so
* Work to deadlines and within budgets
* Provide updates of work in a timely fashion

**Note:**

This job description outlines the roles, duties and responsibilities of the post. It is not intended to detail all specific tasks.

**Acceptance:**

I agree to undertake the duties of the job in accordance with the above:

**PERSON SPECIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title:** | **Marketing Executive** | | |
| **Attribute/Skills** | **Essential**  *(When applying for this job it is important you fulfil all these essential requirements. If you do not, you are unlikely to be interviewed)* | **Desirable**  *(When applying for this job it is desirable you fulfil these requirements. However, if you do not you may still apply and may be interviewed***)** | **Measurement**  **A / C / P / R / T** |
| **Qualification & Knowledge** | * + - Knowledge of content management systems, Email, search and digital marketing     - MS Office     - Highly computer literate and familiar with digital communications tools & having a willingness and aptitude to develop further | * + - Degree in a marketing or communications or related discipline     - Marketing qualification from professional membership (IDM/CIM). | A / C |
| **Experience** | * + - Previous experience of marketing and developing marketing campaigns and monitoring digital strategies     - Demonstrable time management experience     - Copywriting skills across online media including SEO friendly.     - Able to work effectively to project plans     - Use and management of social media platforms for Marketing & communications purposes     - Able to develop and work effectively to project plans | * + - Experience in developing campaign and project plans     - Experience in developing a social media strategy, planning and execution with various networking, curation     - Experience in responding to media queries | A / R / I |
| **Communication & People Skills** | * + - Excellent written and oral abilities     - Excellent customer service skills with colleagues and other staff     - Creates a positive impression of marketing and communications     - Ability to work with stakeholders at all level of the business | * + - Creation/Authorship of content for digital platforms and marketing collateral     - Strong negotiation and influencing skills     - Time management | A / I / R |
| **Organisational Skills** | * + - Able to work autonomously, self-manage and prioritize tasks     - Able to ‘get things done’ against deadlines and budgets Basic project management     - Basic project and campaign management | * + - Event coordination and management | A / I / R |
| **Specialist Knowledge / skills** | * + - Understanding of marketing principles     - Demonstrate good levels of English language writing, attention to detail     - Management and use of social media for Marketing & communications purposes     - Content development to meet business objectives     - Demonstrable multi-channel communications experience     - Able to create copy and proof read     - Ability to process complex information rapidly | * + - SME on google analytics and attribution to monitor performance and build knowledge within the rest of the team to support team requirements.     - Ability to create effective digital strategies that significantly raise the company’s profile and communicate its market position | A / I / R / T |
| **Physical Skills** | * + - Able to pass NHSP pre-employment checks     - Ability to undertake desk work | * + - Able to work out of usual office hours as work demands     - Be able to lift and transport boxes of printed marketing materials around the marketing storage areas | P / I |
| **Equality** | * + - Evidence of having worked within environments where equality and diversity are critical and able to show commitment to those principles. |  | A / I |

A = Application Form , C = Certificate, I = Interview, P = Pre-employment health screening, R = References, T = Tests/ presentation