**Job Description**

**NHS Professionals Limited**

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| Job Title:  | Social Media Manager |
| **Band:** | L3 |
| **Location:** | Hemel Hempstead with some national UK travel  |

**Role summary:**

Reporting to the Senior Brand Manager (Digital, Design & Content) this role will manage the strategy and delivery of the day-to-day social media marketing activities across B2B and B2C audiences which support the aims and objectives of NHS Professionals (NHSP) and its associated brands. The postholder will help to shape the evolving goals of the Marketing & Brand team, and work with wider key functions such as Product & Change, International, Business Development and Implementation, to ensure social media channels are following up-to date guidelines and that digital and content channels are utilised fully.

This role will:

* be responsible for the overall content strategy across all social media channels for NHS Professionals and Doctors Direct;
* lead the business in the management and delivery of effective communications through social media platforms;
* support the management of the marketing executives, training and guiding on responsibilities;
* support the business by developing effective content calendars for our digital platforms;
* provide insight and support for brand management with BAU marketing collateral in line with tone of voice and brand guidelines that are adhered to across social media platforms;
* improve engagement with internal and external stakeholders by improving online and internal communication for NHSP audiences, creating new social media processes and a prominent online presence. Engage with senior leaders across the organisation with social media strategies and best practices;
* supervise and help create regular competitor analysis; and,
* keeping up to date with digital industry trends through regular reporting.

This role will be expected to support all staff groups and business channels as required. The role will also be required to deputise for the Head of Strategic Campaigns, liaising with all levels of the business and ensuring strong representation and delivery.

**Organisational Position (Illustrative):**

Director of Marketing & Brand

Head of Strategic Campaigns

Social Media Marketing Manager

**Responsibilities:**

* Identify, coordinate manage and fulfil social media marketing activities across internal and external audiences which support NHSP, other brands and services and the marketing teams’ evolving goals
* Work closely with the digital and engagement team, advising on the delivery of social media campaigns that are highly optimised, targeted where possible and include campaign tracking meeting best practice
* Build and maintain relationships with staff group teams to understand how social media can support their business requirement
* Proactively research new technologies and trends including marketing tools to identify opportunities for process improvement, growth and simplicity in execution
* Brand ambassador for NHSP ensuring tone of voice is on brand when working with other departments
* Managing our relationship with social media third parties
* Ensure that internal processes are created and followed
* Effective liaison with internal suppliers to meet resource dependencies e.g. IT to support
* Working with the team to agree suitable budgets for social media marketing activities

Social Media Management & Digital channels

* Assist the Web Content Manager in testing, monitoring and evaluating website activities to improve customer experiences and maximise engagement
* Work with Web Content Manager to streamline customer journey from social media posts to relevant website pages ensuring pages linked to are up to date and that links are tracked and reported on
* Work with Strategic Marketing and Marketing Managers to create compelling content strategies and execution tailored per audience and social media channel
* Work towards improving our sites SEO to increase visitors to our websites
* Set up online media campaigns to promote our services to our various audiences
* Create and manage a social media and digital marketing activities for assigned staff group/s
* Guide and manage attraction and engagement teams on social media best practice ensuring content meets community guidelines
* Continually working to recognise opportunities to innovate digital processes and presentation, working to engage candidates, to improve recruitment and shift fill
* Management of relevant posted curated content that can be utilised on relevant, agreed social media channels, inline with the created content calendars
* Proactively manage social media platforms, scheduling in campaigns and responding or forwarding queries
* Assisting in delivering content via all our platforms; including gathering and optimising.
* Ensuring monthly reports are created, measuring effectiveness of content and engagement, noting areas for improvement in support of objectives set for all staff groups and lines of business
* Support and assist colleagues with content creation and proofreading of social media and digital content

Marketing

* Work closely with the Head of Strategic Campaigns and Design team to ensure all social media images are up to date and that items are created within SLA following brand guidelines
* Work with junior executives in the creation of social media content calendars that complement all staff groups and provide a cohesive presentation of campaigns, key dates, thought leadership and need to know content for both B2B and B2C audiences
* Monitor and act on the reporting status of social media posts
* Provide training on social media platforms to team members
* Work with stakeholder groups and clients to maximise positive publicity for all staff group/s and NHS Professionals
* Work with the wider team ensuring that all social media marketing, customer and stakeholder-facing content across the business is consistent with and supports the brand strategy and social media strategy

Brand and Reputation Management

* Responsibility for brand identity for communications within the remit of the role, ensuring all communications meet our brand and organisational tone of voice
* Collaboration on marketing material production and maintenance, external communications, and promotional merchandise.
* To be a brand ambassador for NHSP at all times and seek to protect our reputation by dealing proactively with online comments for assigned staff group/s – effectively liaising with the rest of the business in doing so and transitioning this to the Service Centre as appropriate
* To report any variation/ dissonance or abuse of the brand that might jeopardise our market position or future use of the NHS identity

Communications

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, every time.

Resource Management

* Work within agreed financial budgets and time deadlines
* Demonstrate sound marketing/communication and creative judgement and a strong internal/external customer service ethic
* Responsible for procuring marketing/communication products and services, including printed collateral, advertorial and promotional support from agreed agencies and suppliers

**Accountabilities:**

* Analysis and interpretation of customer insights and feedback captured by new enterprise wide CRM system
* Bringing creativity to bear on NHSP’s brand management opportunities, working with designers, digital specialists and others in doing so
* Effective risk management of organisational reputation
* Successful delivery of agreed marketing activity
* Accuracy of content and production of marketing assets in line with brand guidelines
* Managing delivery of work by suppliers to agreed brief

**Key Values:**

In addition to undertaking the duties as outlined above, the job holder will be expected to fully adhere to the following:

* **Equality and Diversity**

To act in accordance with NHS Professional’s Equality and Diversity Policy, this is designed to prevent discrimination of any kind.

* + **Health and Safety**

Ensure that all duties are carried out in line with NHS Professional’s Health and Safety Policy.

* + - **Corporate Image**

Adopt a professional image at all times.

* **Risk Management**

Responsibility for reporting complaints, incidents and near misses through the Complaints and Incidents Management System (CIMS)

Responsibility for attending health and safety training as required.

Responsibility for assisting with risk assessments.

* **Scheme of Delegation**

To comply with the Scheme of Delegation this requires any employee to declare an interest, direct or in-direct, with contracts involving the organisation.

**Note:**

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

**PERSON SPECIFICATION**

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| --- | --- |
| **Job Title:** | **Digital Marketing Lead** |

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| **Attribute/Skills** | **Essential***(When applying for this job it is important you fulfill all these essential requirements. If you do not you are unlikely to be interviewed)* | **Desirable***(When applying for this job it is desirable you fulfill these requirements. However, if you do not you may still apply and may be interviewed***)** | **Measurement****A / C / P / R / T** |
| **Qualification & Knowledge** | * + - Degree in a marketing or communications related discipline such as journalism or equivalent industry experience
		- MS Office
		- Highly computer literate and familiar with digital communications tools & having a willingness and aptitude to develop further
 | * + - Postgraduate qualification
		- Experience in health and social care /central government department/related commercial environments
 | A / C  |
| **Experience** | * Experience in developing, managing and monitoring digital strategies
* Experience in selecting appropriate communication channels to suit target audiences.
* Experience in developing a social media strategy, planning and execution with various networking, curation, and blogging platforms.
* Experience in responding to media enquiries including handling national, regional and specialist media.
* Experience of delivering through cross-functional project teams.
 | * Client and agency experience
* Experience of NHS/Healthcare market
* Using insight to drive customer engagement
* Media trained with confidence in handling hostile media enquiries.
* Experience in managing and developing people
* Experience of setting, agreeing and managing budgets
 | A / R / I  |
| **Communication & People Skills** | * Strong and confident communication skills both written and oral
* Excellent stakeholder management skills
* Relationship building internally and externally
* Strong negotiation & influencing skills
 | * + - Team building skills
		- Project management
		- Authorship of collateral, white papers, journals
 | A / I / R |
| **Organisational Skills** | * Able to work as part of a cross functional team
* Proactive and self-motivated problem solver
* Able to work autonomously, self-manage and prioritise tasks
* Ability to work in a fast-paced, dynamic environment and adapt to growth and change.
* Able to manage priorities/ ‘get things done’ against deadlines and budgets
* Must have project leadership experience
* Able to coordinate and prioritise multiple projects simultaneously
 | * + - Time management
		- Event coordination and management
		- Crisis management
 | A / I / R |
| **Specialist Knowledge / skills** | * Content development to meet business objectives
* Demonstrable multi-channel communications experience
* Able to create copy and proof read
* Ability to process complex information rapidly
* Ability to create effective digital strategies that significantly raise the company’s profile and communicate its market position
 | * + - Digital and content communications
		- Programme & project management
* Knowledge of NHS/health & social care affairs and market
 | A / I / R  |
| **Physical Skills** | * Able to pass pre-employment checks
* Ability to undertake desk work
* Ability to visit clients and clinical areas
* Ability to attend meetings nationally with regular overnight stays
	+ - Must have access to a vehicle and hold a full driving license or be able to travel by alternative means
		- Be able to help lift boxes of printing marketing materials around the marketing storage areas if required
		- Able to attend client sites as required
 |  | P / I |
| **Equality** | * + - Demonstrate an acceptance of and commitment to the principles underlying the Company’s Equality & Diversity and Health & Safety Policies
 |  | A / I |

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