

JOB DESCRIPTION

Job Title	Recruitment Marketing Manager (maternity cover)
Salary	SME 3
Location	Hemel Hempstead or Homebased with travel involved

Role summary

The NHS Professionals Marketing and Brand team delivers marketing services across the organisation, supporting both the Managed Service client base and large-scale recruitment attraction campaigns for clinical and non-clinical roles across the NHS.

As part of the Digital Marketing team, this role brings together marketing and talent acquisition expertise. You will confidently operate across both disciplines, acting as a subject matter expert and trusted partner to client recruitment teams and the wider business, providing strategic and tactical leadership to drive attraction and engagement among flexible and substantive workers.

You will shape and deliver targeted, multi-channel recruitment campaigns across the UK and internationally, creating impactful content, supporting recruitment events, and building a compelling digital presence for both NHS Professionals and individual Trusts. Working cross-functionally, you will launch insight-led campaigns that strengthen employer brand and increase attraction and engagement across diverse healthcare audiences.

This role reports into the Head of Digital Marketing Operations.

More about this role

In this role, you will plan, optimise and continuously improve targeted activity across direct marketing, digital and offline channels, supporting UK and international healthcare recruitment across a broad range of clinical and non-clinical services. This includes owning and optimising key digital channels such as Google Ads, Indeed, LinkedIn, Meta, and email marketing platforms, as well as defining and implementing content strategies that align with commercial and brand objectives. You will oversee creative development end-to-end, working closely with internal teams and external agencies to produce compelling, insight-led content that drives engagement and improves application conversion rates.

Working collaboratively across the wider marketing team, you will manage senior stakeholders, balance competing priorities, and contribute to the development and delivery of both B2B and B2C marketing strategies that position NHS Professionals as a leader in healthcare recruitment. You will take a data-driven approach to decision-making, using performance insights to continuously refine messaging, optimise channels and creative assets, and maximise impact. The role also includes managing budgets and partnering

with procurement and finance to ensure effective spend, strong governance, and best value.

Accountabilities

Strategic focus

- Work closely with multiple recruitment teams to provide requirement briefings and clear delivery timeframes (coordinating with relevant marketing colleagues) for recruitment marketing activities and campaign management.
- Ensure all activity aligns with wider business objectives.
- Act as proactive advisor and consistently look for & recommend ideas and innovative approaches with regards to digital / social resourcing and analytics
- Work collaboratively with cross-functional teams and Marketing to define key messages and brand USP.

Operational delivery

- To understand shift fill and utilisation analytics and develop incentives and innovative attraction.
- Offer solutions for all staff groups and provide the tools and guidance for these to be delivered by the local in-Trust teams.
- Measure success of existing and new initiatives and ensure sharing of best practice.
- Position and leverage the employer brand through dedicated communication campaigns and ad hoc projects.

Key tasks:

- Lead talent attraction strategies and hiring plans to attract and register substantive and flexible workers, ensuring client demand is met.
- Deliver employment branding and recruitment marketing activity across digital and traditional channels, positioning NHS Professionals as an employer of choice.
- Manage and optimise key digital channels, including Google Ads, Indeed, LinkedIn, Meta, and email marketing platform.
- Define and deliver content and creative strategies that improve engagement and application conversion, producing copy aligned with NHS Professionals' tone of voice and working closely with the internal design team to create effective supporting images.
- Use data, insight and performance metrics to optimise campaigns, reporting outcomes to senior stakeholders and clients.
- Act as a trusted advisor to internal and external stakeholders, leading demand-led attraction strategies across multiple staff groups.
- Manage budgets, suppliers and commercial activity, contributing to business growth and transformation initiatives.
- Plan and support recruitment events and careers fairs in partnership with recruitment and account management teams.

Accountabilities

- Lead employment branding initiatives in conjunction with Marketing teams
- Provide leadership for both external and internal stakeholders ensuring the delivery of an effective and efficient service within a specific area of responsibility and across the whole of NHS Professionals
- Manage budgets to deliver agreed hiring objectives
- Own the planning, progressing and budgetary reporting, risks and issues management, lessons learned from recruitment marketing campaigns
- Measure success of existing and new initiatives and ensure sharing of best practice
- Lead where appropriate on the development of new products and services within NHS Professionals as part of the business transformation programme.
- Design and provide reports, data analysis and interpretation of information and present as required for the Board, management team and client organisations on a regular basis.

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 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 reflects the current requirements of the role. As objectives, duties and responsibilities change and develop; the job description will be reviewed and amended or updated as required.

PERSON SPECIFICATION

Attribute/Skills	Essential <i>(When applying for this job it is important you fulfil all these essential requirements. If you do not you are unlikely to be interviewed)</i>	Desirable <i>(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)</i>	Measurement A / C / P / R / T
Qualification & Knowledge	<ul style="list-style-type: none"> • Degree level or with equivalent experience. • Solid marketing background with a marketing qualification. (from CIM or similar). • Knowledge on measuring ROI with good commercial awareness. • Knowledge of Marketing Technology and platforms • Social media management 	<ul style="list-style-type: none"> • Knowledge of Google Analytics/GA4 • Sophisticated proficiency in Microsoft Excel (pivot-tables, V-lookups, graphics etc.) and other Microsoft Office applications 	A & C
Experience	<ul style="list-style-type: none"> • Knowledge and experience in full cycle, end-to-end recruitment, sourcing and employer branding. • Proven experience of developing new talent acquisition strategies and opportunities. • Experience in leading employment branding and initiatives. • Experience of delivering successful services or projects either with NHS Trusts or other health care or similar industry settings • Understanding of all selection methods and techniques in recruitment. • Willingness to understand the duties and competencies of different staff groups with NHSP and Client Trusts. • Experience of regularly using a range of IT packages (including Excel, Word & PowerPoint) • Working knowledge of Applicant Tracking Systems 	<ul style="list-style-type: none"> • Previous experience developing compelling content in the talent attraction for the NHS sector or for flexible workers. • Knowledge of NHSP systems (CRM, StaffBank, etc.) • Experience of using SendGrid and SmartSurvey 	A, I, T and R

	<p>(ATS), social media, job boards.</p> <ul style="list-style-type: none"> • Well-developed skills in managing and operating paid and organic channels such as Google Ads, Indeed, Meta and LinkedIn. • Demonstratable experience in marketing and talent acquisition. • Ability to determine current staffing needs and producing forecasts, through the analysis of management reports. • Demonstrable ability to use and optimise management information. • Experience of managing budgets, raising purchase orders and working with finance/procurement teams 		
Communication & People Skills	<ul style="list-style-type: none"> • Ability to build and maintain strong effective relationships with internal and external stakeholders. • Ability to: Influence, persuade, negotiate, prioritise and organise multiple concurrent tasks. • Use of excellent communication skills to successfully engage at all strategic levels. • Ability to effectively advise stakeholders and senior level employees including Directors on best practice, risks and how to prevent. • Strong communication and interpersonal skills, written, verbal and listening skills. • Ability to build and maintain effective professional relationships • Ability to communicate complex information. 	<ul style="list-style-type: none"> • Business case development and presentation • Client presentation 	A,I,T and R
Organisational Skills	<ul style="list-style-type: none"> • Organisational and problem-solving skills. • Ability to prioritise multiple functions and tasks. • Able to manage time effectively. 	<ul style="list-style-type: none"> • Ability to direct and deploy large teams to meet client needs 	A,I,T and R

	<ul style="list-style-type: none"> • Able to lead or collaborate on improving processes and implementing them. • Well organised and structured. • Skilled in project planning and presentations. • Strategic thinker. • Aware of the political and organisational environment in which the NHS operates • Ability to manage time and workload effectively without direct supervision. • Able to successfully work under pressure whilst managing multiple competing priorities and changing directions/deadlines quickly. • Ability to plan and organise a range of complex activities. • Ability to analyse complex situations, developing solutions to problems • Ability to analyse numerical and written data to assess options and develop appropriate initiatives. • Flexible approach to changing business needs 		
Specialist Knowledge / skills	<ul style="list-style-type: none"> • Excellent analytical skills with the ability to identify and resourcefully utilise commercial opportunities with a track record of meeting deadlines and delivering promises. • Experience using project management tools, like Asana. • Expertise in end-to-end recruitment. • Talent expert with broad and objective assessment, analytical and feedback skills. • Business management, financial and budget management skills. • Comprehensive understanding of NHS 	<ul style="list-style-type: none"> • Awareness/understanding of national and local health agenda - economy, staffing groups and structures 	A,I,T and R

	<p>Policy and NHS Governance systems.</p> <ul style="list-style-type: none"> • Commercial awareness. • Ability to research, analyse and interpret complex data and information. • Extensive knowledge of resourcing and recruitment functions. • Awareness/understanding of Government policies regarding healthcare • Understanding of healthcare roles and responsibilities 		
Physical Skills	<ul style="list-style-type: none"> • Able to pass pre-employment checks • Ability to undertake desk work. • Must have access to a vehicle and hold a full driving licence or be able to travel by alternative means 		A & P
Equality	<ul style="list-style-type: none"> • Demonstrate an acceptance of and commitment to the principles underlying the Company's Equality & Diversity and Health & Safety Policies 		I

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