

ROLE BRIEF

Department:	Marketing & Business Development
Job Title:	Content Marketing Lead
Responsible To:	Head of Marketing & Business Development
Location:	The Horder Centre & The McIndoe Centre
Key Duties:	<p><u>CONTENT & SOCIAL MEDIA</u></p> <p>This is an opportunity for a commercially minded person with significant experience in writing, editing, and proofing content across multiple platforms. The ideal candidate must be a good writer with an exceptional eye for detail and experience in account management, ideally in the Healthcare sector.</p> <p>The Content Marketing Lead reports to the Head of Marketing & Business Development. Horder Healthcare (HH) includes two hospital sites, The Horder Centre (THC), in Crowborough, and The McIndoe Centre (TMC), in East Grinstead.</p> <ul style="list-style-type: none"> • You will be responsible for writing, editing, and proofing content for multiple print marketing collateral, i.e., Impact Reports, Making Strides, Quality Report, and Patient Information Guides. • You will write clear and concise briefs for our external agency and effectively manage projects to ensure assets are delivered on brief, on time, and on budget. • You will be responsible for proofing and fact-checking medical articles provided by our digital agency and uploading them onto the CMS. • You will work in collaboration with the Digital Coordinator to oversee social posts and the project management of content provided for two monthly e-newsletters. • You will oversee the creation of Patient Case Studies and produce engaging, compelling, and relatable content to be used on our websites and in our e-newsletters. • On occasion, when requested, you will be expected to produce press releases for the IHPN and/or our PR agency. • It is expected that you will maintain a press contact database. • You will assist when required in the preparation of events/webinars for the public, stakeholders, and health professionals.
Key Knowledge, Skills and Experience:	<ul style="list-style-type: none"> • Educated to degree level or equivalent, preferably a journalistic/communications background. • Minimum 3 years' experience working in a similar Content/Communications focused role. • Be a creative 'storyteller' whilst being process-driven and data-focused. • High level of IT skills. Specific experience in WordPress, Hootsuite, and Mailchimp.

	<ul style="list-style-type: none"> • Experience of Microsoft 365 would be helpful but not essential.
Health and Safety:	<p>The Health Act 2008</p> <p>Code of Practice for Prevention and Control of Healthcare Associated Infections:</p> <p>You will carry out your duties in a way that maintains and promotes the principles and practice of infection prevention and control. You will comply with national standards, policies, guidelines and procedures. If you need a few tips, speak with our Infection Control Specialist.</p> <p>For clinical colleagues with direct patient contact, this will include (but is not limited to):</p> <ul style="list-style-type: none"> • compliance with clinical procedures and protocols, including uniform and dress code • the use of personal protective equipment • safe procedures for using aseptic techniques • safe disposal of sharps. <p>Please take due care at work, reporting any accidents, incidents or near misses to your line manager and record them on the Datix system.</p>
Equal Opportunities	<p>Horder Healthcare's Equal Opportunities Policy tells you all about our commitment to ensuring that no patient, colleague or prospective colleague is discriminated against, whether directly or indirectly on the grounds of : gender, sexual orientation, age, marital status, responsibility for dependants, disability, religion, creed, colour, race, nationality, ethnic or national origin, trade union activity, social background, health status, or is disadvantaged by conditions or requirements which cannot be shown as justifiable.</p>
Confidentiality	<p>You will make sure that no confidential information is disclosed about Horder Healthcare or its associated companies (including information about patients and colleagues) to any unauthorised person .</p>
Safeguarding	<p>You will be aware of the key issues in safeguarding children and vulnerable adults from significant and serious harm. Reporting safeguarding concerns to appropriate professionals and recording incidents accurately.</p>
People Managers (if applicable)	<p>You have a responsibility to manage your team, ensuring safe staffing levels at all times. You should ensure all new team members are effectively inducted onto your department; making sure that mandatory training is complete and kept up to date. You should effectively manage your team members monitoring performance and absence, using the HR policies and procedures.</p>
Review	<p>Whilst this role brief outlines the main duties of your role identified at the date of issue, you may be required to carry out additional tasks as requested by senior colleagues.</p> <p>Your role may be subject to amendments in the light of the changing needs of the business, and will be reviewed periodically, which we'll discuss with you first.</p>
Role Brief Agreement	<p>I have read this role brief and understand the contents of my day-to-day duties. I also understand that this role brief may change over time with the business needs of Horder Healthcare. I understand that the role brief will therefore be subject to periodic review.</p>

	<p>Colleague name:</p> <p>Colleague signature:</p> <p>Date:</p>
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