

## **ROLE BRIEF**

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| <b>Department:</b>                           | <b>Marketing</b>  |
| <b>Job Title:</b>                            | <b>Marketing Co-ordinator / Copywriter</b>  |
| <b>Responsible To:</b>                       | <b>Marketing Manager</b>  |
| <b>Location:</b>                             | <b>THC</b>  |
| <b>Key Duties:</b>                           | <ul style="list-style-type: none"> <li>• Assist with copy writing across all marketing channels (including adverts, articles and social media when required).</li> <li>• Manage content planner and coordinate content online to coincide with awareness weeks, internal activities and seasonal events.</li> <li>• Liaise with digital agency regarding content ideas and work with them to finalise copy and get approval/quotes from Consultants and specialists.</li> <li>• Liaise with Consultants and health professionals in sourcing and creating accessible, clinical articles for all channels.</li> <li>• Manage PR planner to maximize press opportunities for all internal events/positive stories within the organisation. Draft and follow correct approval procedure for press releases.</li> <li>• Keep press contact database up to date for all press sectors including local/regional and specialist healthcare.</li> <li>• Assisting with event preparation and patient forums.</li> <li>• Interviewing previous patients and then creating new case studies for the website, managing patient data in a safe and correct manner.</li> <li>• Managing articles review dates and ensuring all online content is kept up to date.</li> <li>• Act in a professional manner and positively promote the company at all times when dealing with internal and external customers.</li> <li>• Develop and maintain effective relationships with Consultants and key stakeholders to facilitate excellence in service and delivery.</li> <li>• Demonstrate a good work ethic that includes punctuality, integrity, respect of others and a commitment to professional practice.</li> <li>• Be responsible and accountable for own designated responsibilities.</li> </ul> |
| <b>Key Accountabilities:</b>                 | <p>To support the Marketing Manager in the aim of increasing activity and revenue within the organisation and in the development and promotion of all Horder Healthcare (HH) services and locations for all key stakeholders through marketing activities.</p>  |
| <b>Key Knowledge, Skills and Experience:</b> | <p><b>Must Haves</b></p> <ul style="list-style-type: none"> <li>• Strong attention to detail with a solid grasp of the English language is a must</li> <li>• Excellent communication skills with the ability to communicate effectively at all levels, with both written and verbal communication</li> <li>• Minimum 2 years copywriting experience</li> </ul> <p>Flexibility to manage events out of office hours when required.</p> <p><b>Nice to Haves</b></p>   |

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|  | <ul style="list-style-type: none"> <li>Diploma or Undergraduate degree in marketing, business or related discipline desirable</li> </ul>  |
| <b>Health and Safety:</b>              | <p><b>The Health Act 2008</b><br/>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"> <li>compliance with clinical procedures and protocols, including uniform and dress code</li> <li>the use of personal protective equipment</li> <li>safe procedures for using aseptic techniques</li> <li>safe disposal of sharps.</li> </ul> <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> |
| <b>Equal Opportunities</b>             | <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>  |
| <b>Confidentiality</b>                 | <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>   |
| <b>Safeguarding</b>                    | <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>   |
| <b>People Managers (if applicable)</b> | <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>  |
| <b>Review</b>                          | <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>  |

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| <b>Role Brief Agreement</b> | <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><b>Colleague name:</b></p> <p><b>Colleague signature:</b></p> <p><b>Date:</b></p> |
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