

## **ROLE BRIEF**

<b>Department:</b>	<b>Marketing</b>
<b>Job Title:</b>	<b>Marketing Co-ordinator / Designer</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>• Produce and design marketing collateral and advertising based on the needs of the department and manage multiple projects simultaneously.</li> <li>• Liaise and build relationships with external creative/marketing/design agencies identifying when external agency support is necessary to fulfil the needs of the department.</li> <li>• Create and coordinate promotional/marketing materials for all services and across all locations including brochures, leaflets, posters and patient folders to ensure always up-to-date and internal opportunities for cross-selling are exploited.</li> <li>• Co-ordinate literature stock and ensure compliance with brand guidelines, advertising standards and print procurement.</li> <li>• Design the patient newsletter several times over the year, the annual Impact Report and Consultant Directory, from sourcing the content through to print and distribution.</li> <li>• Assist with the continual creation of engaging and informative copy for marketing purposes including web copy, articles, press releases and social media when required.</li> <li>• Co-ordinate image library and briefing new photography.</li> <li>• As part of the marketing team assist with external / internal event promotion / exhibition opportunities including planning, preparation and participation.</li> <li>• Develop and maintain effective relationships with key stakeholders to facilitate excellence in service and delivery.</li> <li>• Be responsible and accountable for own designated responsibilities.</li> <li>• Assist the Marketing Manager in delivering the marketing, communication and advertising plans that support the wider departmental and business strategy</li> <li>• Provide coverage in the absence of other members of the team.</li> </ul> <p><b>General tasks</b></p> <ul style="list-style-type: none"> <li>• To carry out any other reasonable duties as requested by senior staff.</li> <li>• Act in a professional manner and positively promote the company at all times when dealing with internal and external customers.</li> <li>• To ensure that confidential information is not disclosed about Horder Healthcare or its associated companies (including information regarding patients and staff) to any unauthorised member of staff, or to anyone outside the employment of Horder Healthcare.</li> <li>• To comply with Horder Healthcare Policies and Guidelines.</li> <li>• To act in such a manner as to satisfy public trust and confidence, to uphold and enhance the good standing and reputation of Horder Healthcare.</li> <li>• You are required to apply security in accordance with the established policies and procedures of the organisation.</li> </ul>

	<ul style="list-style-type: none"> <li>To take an active role in the Horder Healthcare staff appraisal system and action agreed goals and objectives.</li> </ul> <p><i>The job description is intended to reflect, and outline, the responsibilities of the postholder which may change over time with the business needs of Horder Healthcare. It will therefore be subject to annual review, in accordance with the annual individual performance review, and in consultation with the employee.</i></p>
<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>Experience with Adobe Indesign , Illustrator and/or Photoshop</li> <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 3 years marketing experience</li> </ul> <p>Flexibility to manage events out of office hours when required.</p> <p><b>Nice to Haves</b></p> <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> 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,</p>

	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.
<b>Confidentiality</b>	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.
<b>Safeguarding</b>	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.
<b>People Managers (if applicable)</b>	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.
<b>Review</b>	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. 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.
<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>