

ROLE BRIEF

Department:	Marketing & Business Development
Job Title:	Social Media & Content Coordinator
Responsible To:	Head of Marketing & Business Development
Location:	The Horder Centre & The McIndoe Centre
Key Duties:	<p><u>CONTENT & SOCIAL MEDIA</u></p> <p>Report to the Head of Marketing & Business Development and lead the growth of Horder Healthcare (HH) through the management and implementation of the content and social media strategy. This includes two sites, The Horder Centre (THC) and The McIndoe Centre (TMC).</p> <ul style="list-style-type: none"> • Copywriting for multiple marketing collateral, ie., Impact Report, Making Strides, Quality Report. • Plan, create and implement content across social media for THC and TMC, and oversee production of assets and execution of calendar. • Liaise with digital agency, Consultants, and healthcare professionals to create engaging content for THC and TMC websites, to include imagery and short form video for use across social platforms. • Interview previous patients and create engaging, compelling, and relatable Case Studies to be posted across multiple marketing platforms. • Develop and maintain regular nurturing email strategy to grow and engage TMC and THC audiences. • Develop and monitor performance metrics for analysis and prepare monthly reports on social media and marketing activities. • Maintain press contact database. • Assist in the preparation of events /webinars to the public, stakeholders and health professionals. • Monitor the latest trends in the social and digital arena. • Act in a professional manner and positively promote the company at all times when dealing with internal and external customers. • Develop and maintain effective relationships with Consultants and key stakeholders to facilitate excellence in service and delivery. • Demonstrate a good work ethic that includes punctuality, integrity, respect of others and a commitment to professional practice. • Be responsible and accountable for own designated responsibilities.
Key Knowledge, Skills and Experience:	<ul style="list-style-type: none"> • Educated to degree level or equivalent. • Minimum 3 years' experience working in a similar Content/Communications focused role. • Preferably journalism/PR experience. • Be a creative 'storyteller' whilst being process driven and data focused. • High level of IT skills. • Experience in using Hootsuite.

	<ul style="list-style-type: none"> • Experience using Mailchimp. • Willingness to share knowledge and actively participate in building an inclusive culture.
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</p>

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.

Colleague name:

Colleague signature:

Date: