

## ROLE BRIEF

<b>Department:</b>	Marketing & Business Development
<b>Job Title:</b>	<b>Digital Marketing Lead</b>
<b>Responsible To:</b>	Head of Marketing & Business Development
<b>Location:</b>	The Horder Centre (THC) & The McIndoe Centre (TMC)
<b>Key Duties:</b>	<p>This is a n opportunity for a commercially minded person with significant experience in digital marketing. The right person will have a head for detail, a passion for data analytics, and the skill to produce meaningful reports. It would suit someone who has a keen eye for cutting-edge technology, and a good understanding of what works and what doesn't in marketing platforms.</p> <p>The Digital Marketing Lead reports to the Head of Marketing &amp; 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"> <li>• You will work closely with the technical team at our award-winning digital agency to plan, implement and manage PPC, SEO, social, and digital display strategies.</li> <li>• You will be responsible for CMS management and overseeing our digital agency implement ongoing CRO and UX initiatives.</li> <li>• You will have knowledge of CRM strategies and work closely with the PP Advisory team to map and develop the customer journey and effectively analyse data to inform future decision-making.</li> <li>• You will oversee the management of customer reviews, implementing Microsoft Power Automate to create automated workflows to trigger customer reviews and case studies.</li> <li>• You will work in collaboration with the Content Coordinator and the Marketing Assistant to manage, and implement website content, social posts, and monthly e-newsletters.</li> <li>• You must oversee the management of HH's business profile on Google Business and ensure posts are up to date.</li> <li>• You will be required to lead on producing reports to measure the success of marketing activity so an ability to download CSV files from all digital platforms and pivot the data to produce purposeful reports is essential.</li> <li>• You must accurately monitor spending across multiple channels.</li> <li>• You will manage the commercial, charitable, and patient databases and stay abreast with GDPR legislation.</li> </ul>
<b>Key Knowledge, Skills and Experience:</b>	<ul style="list-style-type: none"> <li>• Ideally educated to degree level and/or equivalent.</li> <li>• Minimum 3 years of proven working experience in digital marketing, preferably within the Healthcare sector although this is not necessary.</li> <li>• Knowledge of ASANA or a similar project management system.</li> </ul>

	<ul style="list-style-type: none"> <li>• Advanced knowledge of Google Analytics, Google AdWords, Google Tag Manager, and Data Studio reporting dashboards.</li> <li>• Advanced knowledge of Excel.</li> <li>• Knowledge of Microsoft 365 and SharePoint would be helpful but not necessary.</li> <li>• Experience overseeing CRM.</li> <li>• Practical experience with HTML, Hootsuite, Mailchimp, and WordPress or equivalent.</li> <li>• An ability to deliver under pressure and respect deadlines.</li> <li>• GDPR accreditation.</li> </ul>
<b>Health and Safety:</b>	<p><b>The Health Act 2008</b></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"> <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>
<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>