

## JOB DESCRIPTION

- Job Title:** • Marketing Officer
- Department:** • Communications
- Contract:** • Permanent, full time
- Salary:** • £29,120 - £34,000 per annum depending on experience + generous benefits
- Reporting to:** • Senior Marketing Manager
- Direct Reports:** • N/A
- Location:** • Victoria, London (hybrid working with one to three days in the office each week)
- Website** • [www.nhsproviders.org](http://www.nhsproviders.org)

## About NHS Providers

NHS Providers is the membership organisation for the NHS hospital, mental health, community and ambulance services that treat patients and service users in the NHS. We help those NHS foundation trusts and trusts to deliver high-quality, patient-focused care by enabling them to learn from each other, acting as their public voice and helping shape the system in which they operate.

NHS Providers has all trusts in England in voluntary membership, collectively accounting for £115bn of annual expenditure and employing 1.4 million people.

We are highly regarded for our effectiveness and impact. We are the 'go to' organisation for comment and debate on the issues facing public providers of NHS services, and we believe that the work we do makes a real difference to our members, their staff, and patients.

We are a busy, high performing team of around 100 staff, based in central London, although we are flexible and work in a hybrid format, with both office and homeworking.

Our values are at the centre of who we are, what we do, and how we behave:



## The Role

In this role, you will play a pivotal part in supporting the communications department by facilitating the delivery of marketing communications initiatives. Your primary focus will be on enhancing member retention and engagement through digital and traditional channels, which include events and conferences, membership benefits/offers, commercial partnership activities, creation and distribution of e-newsletters and emails marketing, and overall support in the promotion of the organisation’s outputs.

## Job Purpose

Communications and marketing are at the heart of NHS Providers’ function and purpose. This means you will be joining a team which is plugged into every other facet of what the organisation is doing. Ultimately, you’ll be part of the force that inspires, informs, and empowers NHS leaders, contributing to making a tangible and positive difference in the lives of many.

This role is crucial in improving how we communicate and connect with NHS leaders. Your main job is to promote our organisation's services, activities and benefits effectively, increase member retention and engagement. This means supporting and implementing detailed marketing plans that match our goals and meet the needs of our audience.

We work hard together as a team in a spirit of respect and mutual support. We also firmly believe that work should be fulfilling and fun! Working closely with the communications team, you'll help create engaging content that reinforces our brand and resonates with our audience. This role is all

about infusing creativity and innovation into our marketing communication strategies, ensuring that we connect with our audience in ways that resonate deeply.

## Nature and Scope

The public profile and influence of NHS Providers has grown significantly over the last few years and our high performing communications team has played a key role in this. As we take forward this work, we are looking to recruit a new marketing officer to support the organisation's marketing communications activities and raise awareness of the breadth of work we offer to members, including our development programmes, professional networks, commercial partnerships activities, training, events, conferences and access to exclusive content and opportunities.

## Main Duties

The main duties are as follows:

- Supporting the development and delivery of marketing communications activities for annual conferences, events, networks, commercial partnerships, programmes, and overall member engagement with NHP Providers' initiatives.
- Writing and proofreading copy and content for online and traditional channels.
- Supporting on the production, quality control and placement of digital communications, advising on style, branding, content, and analytics across our channels including the website, social media and e-mail marketing/newsletter.
- Supporting the delivery of multi-faceted and creative campaigns to promote our marketing communications outputs to members across digital platforms, email, social media and print.
- Advising colleagues on and adhering to good practice on house style, branding, look and feel.
- Helping carry out robust analytics and evaluation processes so we can demonstrate the impact of our work to funding partners and members.
- Take responsibility for managing elements of marketing plans for certain key projects, ensuring high quality and consistent communication and marketing across channels.
- Taking proactive steps to continue to develop your own marketing communications and design expertise, with support from others, to help ensure that best practices.
- Working with the CRM team to ensure marketing best practice is maintained.
- Working with the wider comms team on the production of our regular member newsletters.

## Experience and understanding

### PERSON SPECIFICATION

Attributes	Essential criteria	Desirable criteria
Experience	<ul style="list-style-type: none"> <li>✓ Practical experience in marketing or communications roles.</li> <li>✓ Experience in delivering content plans and editorial calendars to ensure a steady flow of engaging and relevant content aligned with marketing communications objectives and audience preferences.</li> <li>✓ Demonstrated involvement in executing marketing campaigns across various channels.</li> <li>✓ Previous exposure to email marketing campaigns platforms (platforms such as Dotdigital or MailChimp), including writing engaging content and personalisation.</li> <li>✓ Experience publishing content using Content Management Systems (CMS) like Umbraco or WordPress.</li> <li>✓ Experience using social media management platforms to publish content and monitor engagement/interactions (especially for X and LinkedIn).</li> <li>✓ Experience in drafting, proofreading, and editing copy for various marketing and communications materials, ensuring accuracy, clarity, and adherence to brand and style guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Experience in event marketing, including promotion (acquisition) and retention.</li> <li>✓ Experience in delivering social media advertising campaigns.</li> <li>✓ Basic video production and editing.</li> <li>✓ Track record of collaborating with cross-functional teams to achieve marketing objectives.</li> </ul>

<p>Knowledge</p>	<ul style="list-style-type: none"> <li>✓ Microsoft 365 applications (Outlook, SharePoint, Word, PowerPoint, Excel).</li> <li>✓ Awareness of current trends and best practices in digital marketing and communications.</li> <li>✓ Understanding of branding and style principles and the ability to maintain brand consistency across all communications channels.</li> <li>✓ Knowledge of email marketing segmentation and their importance in optimising campaign effectiveness.</li> <li>✓ Proficiency in using social media and email marketing analytics tools to track the effectiveness of content and make data-driven improvements and enhancements.</li> <li>✓ Understanding of storytelling principles and narrative techniques to create impactful and memorable content that resonates with the audience and drives desired actions.</li> <li>✓ Understanding of data privacy regulations (GDPR).</li> </ul>	<ul style="list-style-type: none"> <li>✓ Understanding of content performance metrics and analytics tools to track and measure the effectiveness of content marketing efforts, making data-driven optimisations and improvements.</li> <li>✓ Knowledge of A/B testing methodologies for optimising content marketing engagement.</li> <li>✓ Knowledge of user experience (UX) principles to enhance the overall member experience across digital touchpoints.</li> <li>✓ Understanding of Search Engine Optimisation (SEO) principles and best practices to optimise content for search engines and improve website visibility.</li> <li>✓ Knowledge of Canva for editing graphics/images for social media and email marketing campaigns.</li> </ul>
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Skills	<ul style="list-style-type: none"> <li>✓ Exceptional content creation and copywriting skills, with ability to crafting compelling and persuasive messaging across various channels, such as website, emails marketing, social media posts, ads, and marketing collateral.</li> <li>✓ Ability to adapt writing style and tone to suit different target audiences and communication channels, maintaining brand voice and tone consistently.</li> <li>✓ Strong and proactive problem-solving skills, with the capability to identify and address gaps or inefficiencies in existing marketing strategies and processes through innovative thinking and experimentation.</li> <li>✓ Ability to develop productive, professional working relationships with internal colleagues, stakeholders, and suppliers.</li> <li>✓ Capacity to prioritise workload effectively and meet deadlines.</li> <li>✓ Excellent attention to detail and organisational skills.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ability to stay updated on industry trends, best practices, and emerging technologies in content marketing and copywriting, continuously refining skills and strategies to stay ahead of the curve.</li> <li>✓ Passion for learning and exploring new ideas, techniques, and approaches to marketing, actively seeking out inspiration from diverse sources and disciplines to fuel creativity and innovation.</li> </ul>
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*Job descriptions cannot be exhaustive and so the post-holder may be required to undertake other duties which are broadly in line with the above key responsibilities.*

*NHS Providers is committed to equality of opportunity and of eliminating discrimination. All employees are expected to adhere to the principles set out in its Equal Opportunities Policy and all other relevant guidance/practice frameworks.*

## Equality and diversity

We're working hard to ensure that we are diverse and inclusive in all we do. This runs from how we gather, author and share the thought leadership that the organisation puts out to how we engage with our members and the wider public. It includes how we recruit staff and procure partners and services, through to how we give people opportunities to develop, grow and advance their careers.

We are committed to the development of positive policies to promote equal opportunities in employment, regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, pregnancy, and maternity. This commitment will apply to recruitment and selection practices, learning, and development and internal promotions.

## Place of work and hours

NHS Providers' office is located in Victoria, London. We are working in a hybrid format, where staff work between one and three days a week in the office.

NHS Providers is supportive of flexible working and will give reasonable consideration to requests for reduced hours/part time working, compressed hours, staggered hours (early start/late finish etc), annualised hours, and job sharing.

## Staff benefits and groups

We offer a wide range of benefits:

- 25 days holiday plus two additional days off at Christmas.
- Personal development training and memberships to professional bodies.
- Study leave, help another leave day, service-related leave and the potential to purchase up to five days extra off per year.
- Enhanced maternity and paternity leave pay.
- Season ticket loan for travel.
- Access to life insurance and dental plan.
- Enhanced pension scheme.
- Flu jabs.
- Eye test.
- Cycle to work scheme.
- Health and wellbeing initiatives.
- Access to the employee assistance programme, a confidential counselling service.

For more information, please contact HR by emailing [lydia.kirton@nhsproviders.org](mailto:lydia.kirton@nhsproviders.org).

We also run social groups such as a 'social exercisers' WhatsApp group and a book club, as well as a number of staff groups to provide support and a safe space to discuss issues that matter to staff:

- The Race Equality and Cultural Inclusion group.
- Mental Health group.
- LGBTQ+ group.

## How to apply

Please send a CV and covering letter setting out why you are interested in the role and how you meet the person specification to [recruitment@nhsproviders.org](mailto:recruitment@nhsproviders.org) by **12 noon, on Friday 19 April 2024**.

Interviews will take place in the **week commencing 29 April 2024**.

For an informal conversation about the role, please contact Mariana Mendes, Senior Marketing Manager ([mariana.mendes@nhsproviders.org](mailto:mariana.mendes@nhsproviders.org)).