



Empowered patients
Sustainable healthcare

Job Description: Communications and Social Media Manager

Job Title	Communications and Social Media Advisor	Location	London
Reports to	Marketing Lead	Job Code	CSMM1

Core Purpose of the Role

This main aim of this role is to support and continue the development and implementation of HN's communications strategy and activity. The post holder will have responsibility for the development and delivery of targeted communications with HN's internal and external audiences. They will have responsibility for all media relations (reactive and proactive, across traditional and new media) and reputation management related to the company's activity.

Position in Organisation

Reports To: Marketing Lead

Budget Responsibilities: N/A

Principal Accountabilities

Some of the main responsibilities of this role include but are not limited to:

- Be responsible for the day-to-day operational management of the company's communication function, including social media, balancing proactive media coverage and service development against the reactive demand of a busy communication agenda.
- Managing HN's social media channels (email, social media, blogs, press releases and/or news stories) by producing and promoting high-quality and creative content.
- Managing HN's website: producing and publishing content, proofreading, and editing material, checking content for accuracy, SEO and enhancing traffic to website from social channels.
- Own the brand voice and core messaging through the development of a holistic communication plan across multiple channels.
- Develop and implement strategies that increase the number of followers to our social media sites.
- Own and develop an effective HN web presence, refining and improving the website to meet the needs of our different audiences.
- Plan the communications strategies for specific HN's lines of services and different audiences.
- Advice on all aspects of media, internal and external PR communications and stakeholder engagement.
- Implement a strategic press and media strategy across all media, including press, new media and specialist healthcare publications relating to HN. This includes the development of a stakeholder map, associated analysis and targeted communications.
- Coordinating digital activity across web and social media channels that will help HN to reach out to a broader audience, build trust and reputation and create a genuine, open network in accordance with the company's priorities and objectives.

- Maintain effective relationships across the health media and wider, and proactively identify press opportunities to proactively promote HN.
- Be responsible for building relationships with colleagues to help them better understand the opportunities that social media presents and the ways in which it can be used to promote HN's vision and priorities.
- Support any internal communications initiatives, as necessary.

Key Performance Indicators

Achievement of KPI's agreed with the Marketing Lead but to include the following:

- Number of followers and reactions on key social media channels
- Unique visitors, with long sessions and page views on our website.

Values and Behaviours

HN is a values-driven organisation, and therefore, the job holder will be expected to live the values of the organisation and integrate these values into every aspect of their role. This role is specifically important in respect of Culture and Values and therefore must be a role model in demonstrating the organisational values within their own individual role.

Skills, Knowledge and Experience

	<i>Criteria</i>
<i>Skills and Abilities</i>	<ul style="list-style-type: none"> • Excellent verbal and written communications skills, including the ability to assimilate information and draft copy for a variety of platforms to engage a range of audiences. • Ability to write and present correspondence to a professional standard using simple standard content management systems • The ability to be a brand guardian, to continue building brand awareness and ensuring our tone and brand voice remains consistent. • A team player, coupled with the ability to work independently and flexibly within a rapidly changing environment. • The ability to think creatively and efficiently whilst managing multiple tasks. • Strong attention to detail, ensuring high levels of quality are achieved. • Analytical, with the ability to interpret information, news, data and research quickly – and distil the most important/relevant information to inform new ideas and approaches. • A strategic and creative thinker with proven experience of working on diverse and wide-ranging communication strategies including all forms of media. • Ability to work with the highest levels of confidentiality and integrity.
<i>Experience</i>	<ul style="list-style-type: none"> • Knowledge of traditional and new media and the broad range of associated activities • Proven experience in developing and implementing traditional and new media strategies. • Experience in PR and building relationships with industry partners. • Demonstrable experience in managing press office processes and procedures. • Experience in using traditional media and new technologies to engage people, create communities, start conversations, educate and even simplify business processes. • Excellent communications skills, with a solid knowledge of English grammar and the ability to present ideas in a clear and concise way, both verbally and in writing. • Experience/knowledge of the health sector.
<i>Knowledge</i>	<ul style="list-style-type: none"> • Degree qualification (preferably in Marketing and/or Communications) • Demonstrable ability for the delivery of high-quality communications, including in the development and implementation of an organisation-wide communications strategy • Excellent working knowledge of major social media channels including Facebook, LinkedIn and Twitter • IT literacy – knowledge of Word, Excel and PowerPoint are essential.

Health and Safety

- The post-holder will maintain their personal responsibilities under Health and Safety at Work Regulations, and compliance with the company Health and Safety Policy, ensuring safe working practices and the recommended storage of equipment, including but not exclusive to:
Electricity at Work, Manual/Object Handling, Provision and Use of Work Equipment, Fire Precautions, Personal Protective Equipment, Reporting of Injuries

Additional Information

- This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities, and dimensions of the role. Therefore, this role description does not describe any individual post holder.
- In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.
- HN is fully committed to safeguarding the welfare of all vulnerable individuals and groups and takes all reasonable steps to protect them from harm. All staff will receive appropriate training and induction so that they understand their roles and responsibilities and are confident about carrying them out.