

## JOB DESCRIPTION

<b>Job Title:</b>	<b>Digital Marketing Specialist</b>
<b>Main Place of Work:</b>	Linton House Clinic, Thirlestaine Road, Cheltenham.
<b>Responsible to:</b>	Communications Manager
<b>Accountable to:</b>	Chief Executive
<b>Job Purpose:</b>	Responsible for the day-to-day management of all digital marketing operations for the charity, particularly relating to the clinical aspects of the business. Working closely with the Communications Manager and other department heads to plan and execute effective and engaging content and promotions.

### **Key areas of responsibility will include:**

### Operational Duties

- Writing engaging, relevant and impactful content for all marketing channels
- Managing social media channels and website in an accurate and timely manner in line with the current PR strategy
- Optimising paid search and paid social campaigns
- Keeping abreast of developments in all clinical departments to ensure our content reflects the latest developments of the business as they unfold
- Liaising with department heads to ensure accuracy of content
- To effectively deal with external and internal enquiries professionally from/to stakeholders and take appropriate action
- Leading campaigns across the marketing mix with a digital focus
- Driving positive press releases and promotional activity through the channels
- Driving and analysing website traffic, maintaining our relationship with our SEO agency to maximise opportunities
- Produce creative artwork and designs for use on web, social media and print
- Develop the website and social media channels to improve content and user experience
- Develop digital tools to drive recruitment
- Creation of marketing materials and content within brand guidelines
- To assist in the organisation/operation of PR events for the charity
- Providing analysis and recommendations for improvement
- Establishing and managing relationships with key press contacts and marketing professionals from partner businesses
- Identifying relevant trending news stories and ensuring Cobalt responds where beneficial in a timely and professional manner
- Identifying potential opportunities and lead campaigns for Cobalt to enter competitions to win awards to gain positive public awareness

## Management of Resources

- Collectively to share responsibility for monitoring and maintaining adequate stock levels of promotional materials, stationery, IT consumables

## Line management

- There is no line management responsibility associated with this post.

## Teamwork

### **This will involve:**

- To work collaboratively with other departments within Cobalt
- Champion the professional integrity of the organisation
- Adhere to corporate policy and procedure
- Advise and mentor staff members, particularly junior staff members

## Personal Development

All Cobalt staff are required to participate in the organisation's annual appraisal scheme. The end of year appraisal will include a personal development review where progress made over the last year is discussed and agreed. Focus on the following year's departmental and personal objectives will be identified, discussed and agreed.

## Health & Safety

In addition to any responsibilities specified within your job description above, it is your duty to:

- Take reasonable care of the health and safety of yourself and of the other people who may be affected by actions and omissions at work.
- Co-operate with the employer in ensuring that all statutory and other requirements are complied with.

## Infection Control

Make themselves aware of their responsibilities for infection prevention and control. Co-operate with the employer in ensuring that all infection prevention and control policies and procedures are complied with. Conduct hand hygiene in accordance with Cobalt policy, challenging those around you who do not.

## DBS Disclosure

All appointments are subject to a satisfactory check by the Disclosure and Baring Service. Failure to disclose any previous convictions or cautions may result in the withdrawal of the post or termination of contract

## Confidentiality

Under no circumstances either during or after the end of your employment (however it is terminated) may you divulge to any unauthorised person confidential information relating to the Charity. This includes, but is not limited to, information covering patients, individual staff records, industrial relations, financial affairs, contract terms and prices or business forecasts.

## Equality and Diversity

It is the responsibility of all employees to support the Charity's vision of promoting a positive approach to diversity and equality of opportunity, to eliminate discrimination and disadvantage in service delivery and employment, and to manage, support or comply through the implementation of Equality & Diversity Strategies and Policies.

## Data Protection

If required to do so, to obtain, process and/or use information held on computer or other IT system in a fair and lawful way. To hold data only for specific registered purpose and not use or disclose it in any way incompatible with such purpose. To disclose data only to authorised persons or organisations as instructed.

## Information Governance

You should be aware of all information governance policies and procedures, in order to ensure necessary safeguards are upheld for the appropriate use of patient and personal information.

*This is an outline of the post-holder's duties and responsibilities. It is not intended as an exhaustive list and may change from time to time in order to meet the changing needs of the Charity.*

*This post is subject to the terms and conditions of employment of Cobalt Health.*

## Person Specification

Qualifications	Essential	Desirable
Minimum of five GCSEs (Grades A-C), or equivalent, to include English language and Maths	✓	
Qualification in marketing (preferably digital marketing) equivalent to a CIM Diploma	✓	

Knowledge and experience	Essential	Desirable
Significant experience of working with different social media platforms especially LinkedIn, Facebook, Twitter	✓	
Experience of website development and management	✓	
Experience of managing a project from concept to delivery and review without supervision	✓	
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Ability to interpret internal analytics data and create effective strategies	✓	
Knowledge of Intellectual Property (IP) Law including copyright and the use of photographic images	✓	
Experience of using website content management (back office) systems		✓
Experience of professional event management		✓
Experience of managing social media business accounts (mainly LinkedIn, Facebook, Twitter)		✓
Experience of working with healthcare professionals		✓
Experience of desktop publishing preferably Adobe Illustrator		✓
Experience of working within brand guidelines		✓

Skills and abilities	Essential	Desirable
Evidence of excellent skills in written and spoken English	✓	
Excellent IT knowledge and skills	✓	
Ability to confidently lead a project	✓	
Ability to liaise confidently with senior clinical staff for PR purposes	✓	



Meticulous approach to accuracy and detail	✓	
Ability to maintain strict confidentiality	✓	
Ability to relate to people of all ages and backgrounds	✓	
Work well with other members of the team including communicating effectively, being kind and considerate, reliable and enthusiastic	✓	
Ability to work on your own initiative and be responsible for your own actions or decisions	✓	
Excellent listening skills	✓	
Ability to prioritise workloads	✓	

<b>Personal attributes</b>	<b>Essential</b>	<b>Desirable</b>
Well organised with excellent interpersonal and communication and literacy skills	✓	
Flexible temperament towards working hours	✓	
Respectful of others and genuinely treating them how you would want to be treated	✓	