

Job Description and Person Specification for: Marketing and Communications Officer	
<u>Department:</u> Marketing and Communications	<u>Reports to:</u> Marketing and Communications Manager
<u>Salary (Grade/Point/Annual/Pro rata):</u> Band B	<u>Responsible for:</u>
<u>Hours per week/FTE:</u> 36.25 hours per week	<u>Shift Pattern:</u> Monday to Friday 08:45-17:00
<u>Job Purpose/Summary:</u> <p>The Marketing and Communications Officer supports with the day-to-day marketing management of HSU's Bournemouth and London Clinical and Rehabilitation Services to patients and the local community. They will help coordinate community engagement events for patient awareness, contribute to press releases and success stories featuring HSU's clinical services, support social media campaigns targeted at potential patients and assist with marketing materials for HSU's clinics, including posters, digital advertising and patient leaflets.</p> <p>The Marketing and Communications Officer will also be critical in supporting the Marketing and Communications Team in general administrative tasks, supporting budget tracking, research, data capture, stock control, helping with photography and videography shoots, administration of events and reporting.</p> <p>This role is ideal for someone looking to gain hands-on experience in marketing within a supportive team environment.</p>	
<u>Main Responsibilities/Key Tasks:</u> <p>Clinic and Rehabilitation Services Marketing Support:</p> <ul style="list-style-type: none"> • Assist in promoting HSU's Clinical and Rehabilitation Services to patients and the local community. • Help coordinate community engagement events for patient awareness. • Contribute to press releases and success stories featuring HSU's clinical services. • Support with digital campaigns targeted at potential patients • Assist with marketing materials for clinics, including posters, patient leaflets and advertising. • Conduct market research on competitor activity, trends and pricing. <p>General Marketing Duties:</p> <ul style="list-style-type: none"> • Deliver a high level of customer service to internal and external stakeholders who require the Marketing and Communication's Team support. • Maintain adequate stocks of printed marketing materials. • Keep abreast of the latest emerging digital and new media trends. • Support with undertaking research for consumer and competitor insight. • Provide administrative support for marketing activities, including tracking budgets and reporting. • Assist in co-ordinating print management, liaising with printers. • Assist in briefing external designers and proof reading • Liaise with colleagues internally to make amends and update website content on an adhoc basis • Support the creation of social media content (posts, graphics, videos) and schedule posts. 	

- Help coordinate email marketing campaigns, including drafting and sending communications.
- Contribute to the writing of news stories, press releases, and website content.
- Provide general administrative support to the Marketing & Communications team and assist with budget tracking.

Additional Duties:

- Support University recruitment events, which may include occasional evening or weekend work.
- Uphold HSU's commitment to equality, diversity, and health & safety policies.
- Carry out other duties as required, in line with the role's level of responsibility.

<u>Requirement:</u>	<u>Essential:</u>	<u>Desirable:</u>
Education, Training and Qualifications	<ul style="list-style-type: none"> ▪ A degree or diploma (or similar qualification) with an emphasis on marketing OR relevant work experience in a similar role 	<ul style="list-style-type: none"> ▪ A degree or diploma (or similar qualification) with an emphasis on marketing ▪ Professional Marketing or PR qualification
Skills and Knowledge	<ul style="list-style-type: none"> ▪ PC literate with experience of using Windows based applications e.g. Microsoft Office – Word and Excel ▪ Excellent organisational skills ▪ Able to pick up, use and manipulate other Marketing systems ▪ Good interpersonal skills. 	<ul style="list-style-type: none"> ▪ An understanding of basic marketing principles ▪ Knowledge of the HE sector ▪ Knowledge of the healthcare sector
Experience	<ul style="list-style-type: none"> ▪ Experience in an administrative environment ▪ Previous experience in a customer facing role 	<ul style="list-style-type: none"> ▪ Previous experience in a marketing environment
Personal Attributes	<ul style="list-style-type: none"> ▪ Exceptionally well organised ▪ Proactive, with the ability to work independently and within a team ▪ Personable, professional and positive ▪ Accuracy and attention to detail 	
Abilities	<ul style="list-style-type: none"> • Ability to write excellent copy, with a high level of accuracy and attention to detail • Ability to prioritise and manage competing deadlines • Ability to develop good working relations in and outside of HSU • Ability to communicate professionally to colleagues and students ▪ Ability to maintain confidentiality 	
Other Requirements	As a member of the Marketing and Communications team, occasional	

	Saturday or evening work may be required to support HSU recruitment events.	
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**NB:** *The purpose of the job description is to indicate the general level of responsibility of the position. The duties may vary from time to time without changing their general character or level of responsibility.*

Health Sciences University is committed to equality of opportunity and welcomes applications from everyone regardless of ethnicity, gender, age, faith or sexual orientation.

If need for action or an opportunity is identified, this must be brought to the attention of the Chief Operating Officer. The Chief Operating Officer will periodically review this job description and modify it to meet the changing demands of the College and the department.