

# Communications and Marketing Manager

## JOB DESCRIPTION

Job title	Communications and Marketing Manager
Salary	£40,000 – £50,000 depending on experience
Hours of work	9 - 5
Working relationships with:	Business Development
Location	Mostly home working with occasional team meetings in London
Contract type	Permanent

### About 33n

33n train frontline staff in transformation, big data analysis and workforce redesign to improve the quality, safety and efficiency of NHS services and deliver sustainable change.

A team of NHS clinicians, educational specialists and data engineers, our goal is to provide solutions to the changing needs of the healthcare system, support its recovery, encourage colleague retention and shape services for the future.

We offer a range of services, products, and training to support system transformation happen at pace, increasing knowledge, skills and capability to improve patient outcomes.

In partnership with East Lancashire Hospitals NHS Trust, we deliver the National CLEAR Programme which is sponsored by Health Education England and NHS England.

CLEAR places clinicians at the heart of healthcare decision making and innovation – using a combination of clinical insight, local knowledge and data analysis to deliver new models of care and workforce.

The programme began in 2019 with seven live redesign pilot projects focused on transformation in urgent and emergency care. Since then, the programme has expanded providing rapid support and training to the NHS during the COVID-19 pandemic.

It has completed 39 CLEAR transformation projects across NHS priority areas including mental health, critical care, urgent and emergency care and anticipatory care.

CLEAR continues to support the NHS in the recovery and transformation of services with further projects underway in primary care, operating theatres, ophthalmology, and mental health.

#### Our values

##### We place people first

Our people are our strongest asset. We will give them the time, funding and development opportunities to grow, recognising individual strengths to get the best from each other and to improve care for patients.

##### We work as a team

We understand the potential and need for a joined-up, systems-based approach to healthcare. We value everyone's contribution and seek to maximise internal and external collaboration between 33n, NHS colleagues and the organisations that we empower.

##### We bring a fresh perspective

We value differences, through our unique blend of practicing clinicians with data engineers and analysts we seek to bring a rare and unparalleled perspective to transform health, academic and education spheres.

#### About the role

This role sits within the communications, marketing and business development team. Providing support across the 33n business, our five key areas of activity are marketing, business development, brand and digital communications, delivery communications and internal/faculty communications.

As communications and marketing manager, you will primarily lead our delivery communications and support the head and deputy head of business development, communications and marketing with product launches and integrated campaigns to drive commercial growth and business revenue.

Working closely with your colleagues across 33n, you will develop and implement a delivery communications plan to ensure effective support for the project teams to meet objectives, timescales and client satisfaction while increasing awareness of 33n and the CLEAR programme.

As 33n expands its product portfolio, you will build a strong level of customer and market insight to inform and drive marketing strategies.

#### Key responsibilities

##### Delivery communications

- Provide strategic communications support for a range of 33n projects including the CLEAR programme including:
  - Streamlining delivery communications' process
  - Delivering structured engagement with customers, nurturing relationships, informing them of progress and raising brand awareness

- Providing comprehensive and compelling narrative on the programme attracting organisations and associates to priority projects
- Support programme leads with online events e.g. webinars and workshops
- Support programme leads with bespoke presentations illustrating project's progress and recommendations
- Gather testimonials and customer stories to promote the success of the programme

## Marketing

- Develop and deliver marketing strategies, plans and activities for 33n and CLEAR
- Develop and run effective product launches and campaigns, gathering data and measuring results
- Horizon scan and gather market intelligence, building a detailed understanding of existing and target markets (requirements, segmentation, competition)

## Overall organisational responsibility

- Consistently demonstrate our company values in your everyday practice, decision-making and interactions with people.
- Support the successful delivery of CLEAR and other projects, applying your communications and marketing skills to business needs, when required.
- Work collaboratively across the 33n communications, marketing and business development team and with other teams in 33n to meet objectives.

## Communications and Marketing Manager

### PERSON SPECIFICATION

		Essential	Desirable
<b>Qualifications / knowledge</b>	Educated to degree level or demonstrable equivalent experience	✓	
	Membership of CIPR/CIM or other professional communications or marketing institution/body		✓

	In-depth knowledge of the NHS and health and care systems		✓
	Broad understanding of the NHS and health and care systems	✓	
<b>Experience</b>	Significant all-round experience of working in communications and marketing (at least three years), with a proven track record of delivery	✓	
	Demonstrable experience of success in devising and implementing communications and marketing campaigns	✓	
	Solid experience of writing, editing and creating content to engage audiences across multiple channels and platforms	✓	
	Experience in strategic communications planning and delivery, account management and evaluation	✓	
	Experience in working with social and digital media	✓	
	Experience of working with health and care organisations and/or partnerships	✓	
<b>Skills and competencies</b>	Excellent verbal and written communications skills with the ability to summarise and create simple but compelling messages from complex information to a wide range of audiences	✓	
	Experience of developing and delivering communication strategies, including robust evaluation measures to demonstrate value for money and successful achievement of key performance indicators.	✓	
	Strategic planning and delivery skills, with the ability to account manage key programmes of work and anticipate problems	✓	
	Knowledge of a broad range of communications and marketing techniques (such as web, SEO, events, social media, issues management, publications, bulletins and media)	✓	
	Good influencing and stakeholder management skills	✓	
	Proficient in Microsoft Office and experience of a range of different tools and software, for example, MailChimp, Miro, Jira or similar	✓	
	Flexible and able to respond effectively to sudden, unexpected demands	✓	
	Excellent organisational skills, able to set and manage priorities in a high-pressure environment	✓	
<b>Attributes</b>	Creative and innovative – able to develop novel solutions to problems and issues	✓	
	Good team worker, able to accommodate others' needs and work flexibly as part of the wider team	✓	
	Self-motivated, able to act on own initiative with a high level of resilience	✓	

	Flexible and able to respond effectively to sudden, unexpected demands	✓	
	Friendly, professional, outgoing manner with a can-do attitude	✓	

