

JOB DESCRIPTION

JOB TITLE:	Marketing Officer
DIVISION:	Royal Free London – Private Patients Unit
SALARY BAND:	5 (Bank)
RESPONSIBLE TO:	Marketing Manager
ACCOUNTABLE TO:	Business Development, Marketing and Sales Manager (UK)
HOURS PER WEEK:	37.5 hours per week (£15.75 per hour)
Site	Royal Free Hospital with travel to all Trust hospitals where PPU operates
JOB PURPOSE:	
<p>The Royal Free London - Private Patients Unit is a fast paced, rapidly changing healthcare environment. The unit combines the convenience, comfort and personalised attention of a private hospital with the very best state-of-the-art services, technology, and professional and clinical excellence you would expect from a top London teaching hospital.</p> <p>The role of the Marketing Officer is dynamic, varied and part of the larger PPU marketing team which sits within the Business Development, Marketing and Sales (UK) department. The purpose of the role is to support the marketing strategy to drive business to the private unit by securing an increase of patient referrals year on year. The position will support the Marketing Manager in all functional areas of marketing support aligned to the marketing strategy - key tasks will include, but are not limited to:</p> <ul style="list-style-type: none"> • Support the Marketing Manager with business development and service delivery initiatives to ensure growth within the unit • Lead on the development and sharing of all PPU marketing and communications materials to staff, GPs, patients, Consultants and the general public • Create, implement and maintain medical and surgical campaigns through internal and external communications, consultant engagement, advertising, healthcare events, social media management, website development and regular reporting. <p>You will be required to develop strong working relationships and work closely with the senior leadership team and all key members of the multidisciplinary team including working closely with Consultants, clinical staff, divisional and operational managers, ward administrators and external agencies such as graphic design agencies, digital agencies and third party providers.</p>	

Date of the JD review: June 2021

MAIN DUTIES AND RESPONSIBILITIES

Royal Free World Class Values

The post holder will offer World Class Care to service users, staff, colleagues, clients and patients alike so that everyone at the Royal Free can feel:

welcome all of the time - confident because we are clearly **communicating**
respected and cared for **reassured** that they are always in safe hands

DUTIES AND RESPONSIBILITIES

- Act as marketing lead for key projects and provide marketing and communications support for all PPU campaigns, projects and business initiatives with the aim to maximise theatre utilisation, increase inpatient occupancy and drive outpatient referrals to Consultants

positively  **welcoming** actively  **respectful** clearly  **communicating** visibly  **reassuring**

- Lead on producing all marketing materials, online publications, patient information leaflets and advertisements
- Assist in providing tailor made marketing campaigns and initiatives for PPU Consultants across the Trust to help establish and grow their private practice, in line with PPU's objectives
- Write and produce a wide range of written materials aimed at GPs as part of the unit's GP marketing strategy including flyers, newsletters, presentations and briefing documents
- Support the Marketing Manager in providing tailor made marketing campaigns and initiatives for new PPU services to help raise awareness and generate private referrals
- Lead on producing internal communications and publications to ensure all PPU staff are aware what is happening across the organisation
- Produce reports (routine and ad-hoc) as requested by the PPU Marketing Manager to highlight the monthly, quarterly and annual ROI of the team's marketing initiatives
- Develop and update website content across all three PPU websites on an ongoing basis and manage all social media platforms for the unit
- Monitor UK PPC campaigns in partnership with our external agency and facilitate a close working relationship with PPU's digital marketing service provider to ensure a strong digital presence is maintained
- Liaise with advertisers to secure print, editorial, out of home and digital advertising opportunities to increase awareness of PPU and maintain the reputation of the world class Consultants and the Royal Free brand
- Input ideas and requirements into annual business plans and build and cost marketing plans to support the key business initiatives
- Raise and receipt all marketing and communications related purchase orders
- Support the Overseas Business Development teams with their marketing strategy to increase embassy referrals and raise the international profile of the unit and its Consultants
- Present a professional image for the service at all times and ensure the provision of a comprehensive, world class service to patients, relatives/carers, clinicians and external agencies.

GENERAL RESPONSIBILITIES

Infection Control

Infection control is everyone's responsibility. All staff, both clinical and non-clinical, are required to adhere to the Trust's Infection Prevention and Control policies and procedures and the Health Act (2006) Code of Practice for the prevention and control healthcare associated infections and make every effort to maintain high standards of infection control at all times thereby reducing the risk of Healthcare Associated infections.

It is the duty of every member of staff to take personal responsibility for the prevention and control of infection, as laid down in the Trust's policies and procedures which reflect the statutory requirements of the Hygiene Code.

- To work in close collaboration with the Infection Control Team.
- To ensure that monitoring of clinical practice is undertaken at the agreed frequency.
- To ensure that the ward environments are cleaned and maintained to the highest standards; ensuring that shortfalls are rectified, or escalate as necessary.
- To ensure that all relevant monitoring data and issues are provided to the Directorate's Governance structures.
- To ensure that all staff are released to attend infection control-related educational sessions and staff with specialist roles, e.g. link practitioners, are released to undertake their duties.

Health and Safety at Work

The post holder is required to:

- Take reasonable care for the health and safety of himself/herself and other persons who may be affected by their actions or omissions at work.
- Co-operate with the employer in ensuring that all statutory and other requirements are complied with.

Confidentiality & Data Protection

The post holder has a responsibility to comply with the Data Protection Act 1998 and maintain confidentiality of staff, patients and Trust business.

If you are required to process information, you should do so in a fair and lawful way, ensuring accuracy is maintained. You should hold information only for the specific registered purpose and not use or disclose it in any way incompatible with such a purpose.

You should disclose information only to authorised persons or organisations as instructed. Breaches of confidentiality in relation to information will result in disciplinary action, which may include dismissal. Employees are expected to comply with all Trust policies and procedures and to work in accordance of the Data Protection Act 1998. For those posts where there is management or supervision of other staff it is the responsibility of that employee to ensure that their staff receive appropriate training (e.g. HISS induction, organising refresher sessions for staff when necessary.)

Conflict of Interest

The Trust is responsible for ensuring that the services for patients in its care meet the highest standards. Equally, it is responsible for ensuring that staff do not abuse their official position, to gain or benefit themselves, their family or friends.

Equality and Diversity

The Trust values equality and diversity in employment and in the services we provide. It is committed to promoting equality and diversity in employment and will keep under review our policies and procedures to ensure that the job related needs of all staff working in the Trust are recognised. The Trust aims to ensure that all job applicants, employees or clients are treated fairly and valued equally regardless of sex, marital status, domestic circumstances, age, race, colour, disablement, ethnic or national origin, social background or employment status, sexual orientation, religion, beliefs, HIV status, gender reassignment, political affiliation or trade union membership. Selection for training and development and promotion will be on the basis of the individual's ability to meet the requirements for the job.

You are responsible for ensuring that the Trust's policies, procedures and obligation in respect of promoting equality and diversity are adhered to in relation to both staff and services.

Vulnerable Groups

- To carry out responsibilities in such a way as to minimise risk of harm to children, young people and vulnerable adults and to promote their welfare in accordance with the Children Act 2004, Working Together to Safeguard Children (2006) and No Secrets guidance (DH 2000).
- To demonstrate an understanding of and adhere to the trust's child protection policies.

Smoke Free

The Trust implements a Smoke Free policy that applies to all staff. Staff are not allowed to smoke while wearing a recognisable Trust uniform or visible trust identification badge, and not allowed to smoke anywhere on hospital grounds. Staff are not allowed to take additional breaks in order to smoke. They may smoke during designated breaks but only out of uniform and off site. Staff contravening this policy may be subject to disciplinary procedures.

Standards of dress

All staff are expected to abide by the Trust's guidance on standards of dress.

This job description outlines the current main responsibilities of the post. However the duties of the post may change and develop over time and may therefore be amended in consultation with the post holder.