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| **Role title:** | Communications and Marketing Officer | **Responsible to:** | Hospital Client Lead - Global |
| **Division:** | Business Development and Engagement | **Department:** | Risk Prevention |
| **Direct Reports and Level:** | [0] direct reports  | **Scope:** | Marketing and communications for* Cognitive Institute
* Risk Prevention hospital clients
* Individual member programme Asia Pacific countries
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| **Scale:** | Xxx People£xxx Budget£xxx income |
| **Regulated Function(s) Held:** | Yes/No? |
| **Evaluation Level** | Core | **Role Family** | TBC |

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| **Overall Role Purpose** |
| The purpose of this role is to implement the communications and marketing strategy to improve awareness and delivery of educational and consulting services to clients and supporting the commercial success of Risk Prevention department and Cognitive Institute. |

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| **Accountabilities (RACI)** | **Measures of Success/KPI’s** |
| **Operational Leadership** * Support Risk Prevention and in particular the Hospital Client Lead to deliver on the overall corporate strategy, business performance, leadership of teams that reinforces the desired culture and delivery of strategic priorities.
* Support the delivery of the Risk Prevention strategy to plan, cost and quality
* Contribute to and utilise knowledge of competitor activities to inform the insights, product and proposition teams to ensure currency of knowledge and understanding
 | * Marketing and communications activity delivery v plan
* Cognitive Institute sales income vs plans
* Risk Prevention engagement index Vs plan
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| **Financial*** Ensure the marketing and communications budget is met and required KPI’s are delivered for group and corporate members, and Cognitive Institute.
 | * Marketing budget Vs Plan
* Member numbers Vs plan
* Income Vs plan
* Retention targets delivered Vs plan
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| **Member*** Identify and utilise knowledge of developments in healthcare, market and member segments and inform the Risk Prevention Department, and MPS more broadly to ensure currency of knowledge and understanding
 | * Net promoter score and evaluation from individual members
* Client satisfaction scores
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| **People*** Work collaboratively with the Hospital Client Management and Events teams to encourage performance and engagement of all the team to focus on delivering for members
 | * Risk Prevention Engagement Index Vs MPS
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| **Risk*** Identify and report risks and issues identified within Hospital Client Management and across MPS to enable resolution and mitigation of potential impact on MPS, members and colleagues.
* Comply with appropriate business processes and comply with policies and regulatory requirements (as applicable).
 | * Risk & Control Self- Assessments
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| **Responsibilities (RACI)** |
| Marketing* Develop and implement the Marketing and Communications Plan for key stakeholders
* Brand Coordination – Implement/execute strategies, guidelines, activities, tools, systems and processes that build the brand
* Assess and analyse the success of these strategies and adjust accordingly
* Design and produce on and offline marketing collateral and publications for key stakeholders
* Maintain the Cognitive Institute website .
* Manage social media strategy, analyse and report
* Guide and work with the Graphic Artist/Production -Coordinator to oversee the creation of collateral, print production, education materials, manuals PowerPoint presentations, corporate documents, proposal templates, forms.
* Liaise with external service providers, including social media consultants, printers, videographers and photographers as necessary.
* Support the Hospital Client Lead to conduct market research
* Advise on marketing and communication strategies relevant to healthcare industry

Communications * Develop quality content for media engagement and digital communications, including but not limited to copywriting/editing, infographics, iconography, photography, videography,

website, research articles, brochures, case studies , member communication , internal publications , media publicity, client newsletters.* Assess, analyse and report on the success of these plans and campaigns and adjust accordingly.
* Media monitoring and responding quickly and effectively to maintain brand integrity and reputation

General* Operate as an internal service provider, including for occasional key events (as negotiated), according to function and organisation priorities.
* Assist in setting and controlling the marketing and communications budget and resources.
* Comply with applicable professional ethical guidance and all relevant internal rules, policy and procedures, including those relating to health and safety, data protection, IT security and all those contained within the issued staff handbook.
* Undertake other duties and tasks that from time to time may be required and that are appropriate to the level/role.
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| **Key Governance Responsibilities** |
| * Not applicable
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| **Leadership Framework Competencies** | **Level** |
| Fresh Thinking |  |
| Building Capability in Self and Others |  |
| Influencing Others |  |
| Collaborating for Results |  |
| Leading Self and Others |  |
| Commercial and Risk Thinking  |  |

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|  | **Knowledge and Qualifications** | **Skills** | **Experience** |
| **Essential** | • Educated to a degree standard or equivalent | * Highly developed writing skills internal and external communications including: email marketing, website content creation, website articles, intranet articles, press releases and social media
* Strong attention to detail and quality control in proofing, testing and releasing new material
* Basic web design skills (ideally WordPress)
* Exceptional interpersonal and communication skills, with the ability to develop strong working relationships internal and external
* Proficient in using Microsoft Office
* Highly developed organisational skills with proven ability to multitask, priorities and meet deadlines
* Setting and meeting budgets
 | * Marketing in B2B and B2C
* Communications through online and written platforms, social media marketing and strategy experience
* Responsibility for brand management
* A range of technical writing
* Marketing automation software
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| **Desirable** |  | * Healthcare knowledge in region to understand the changing nature of these markets
 | * Experience with WordPress
* Marketing and communications within healthcare or professional services environment
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