

Role and Specification

Job title:	Communication and marketing lead
Grade:	£30,612 -£40,358k per annum
Accountability and Peers	Practice unbound enabling team
Support From	Business Development lead, operations lead
Location:	Here, 4th Floor, 177 Preston Road, Brighton, BN1 6AG and across Sussex

The role

You will create and deliver powerful, purposeful communications and marketing to help [Practice Unbound](#) achieve its ambitions.

You will lead on the evolution of Practice Unbound's identity and brand

- Developing a clear, powerful proposition for Practice Unbound
- Considering the opportunities of Yma, Wales and Practice Unbound in Scotland, as well as England.
- Developing an approach to increase Practice Unbound's profile, build its credibility and attract and influence those that are important to its development.

You will lead the exploration and development of Practice Unbound's learning community. You will understand our consumer learning needs and the opportunities to create local, regional and national learning platforms to enhance user knowledge and help to build sustainability and resilience in primary care.

You will be responsible for developing and implementing a communications and marketing strategy for Practice Unbound helping us to become the 'go-to' organisation for primary care to lean into to help them to solve problems.

Your skills, knowledge, experience and attitude

- You will be an experienced marketing and communications professional, with a strong track record of designing and implementing successful communications and marketing strategies.
- You will have a marketing or communications qualification and significant experience of:
 - Using social media to promote a brand, product or organisation
 - Leading on developing marketing/ comms strategies
 - Drafting and proofing marketing copy (digital and print)
 - Web site content development

- Market and customer analysis
- You will have excellent communication skills, a wide range of specialist brand, identity and marketing knowledge implemented in a range of settings
- You will have a 'can do' attitude and be able to demonstrate that you can give and receive constructive feedback really well.
- You can show how you have developed yourself and sought the advice and support from others to help you in that journey.
- You will be able to demonstrate your immense appetite for learning and delivering on your promises to others.

Your key responsibilities

- You will develop the Practice Unbound brand, and raise awareness in existing and potential markets
- You will monitor and report on competitor activity, ensuring we remain ahead of the curve
- You will plan and manage the launch of all new products and services including:
 - Designing marketing materials such as brochures and adverts (or source creative agencies and ensuring effective distribution)
 - Writing and proof reading marketing copy (online and print)
 - Producing creative content (including video's, blogs, website material etc)
 - Tracking marketing performance and RoI so we are clear on the impact of our investments
- You will run all social media channels and manage our website
- You will ensure we are clear about user experience in our products, either through your own knowledge or by sourcing UX professionals.
- You will understand the calendar of events that we both need to speak at or attend and will manage this process in a systematic way.

About Here and our culture

We are a not-for profit, social enterprise, membership organisation delivering NHS services. Our members are local GPs, practice managers, practice nurses and our own staff.

We believe these things to be true

- Care is something we can choose to show for ourselves and each other at any time. Care is not exclusive to an appointment or a medical intervention
- We have a right to take control of our lives
- It takes courage to step forward and effect change. The capacity to lead is within us all

- Every interaction can be powerful if we choose to engage consciously. We know the ripples from these movements can go on to create profoundly positive change
- True care is a way of living that creates meaning between us all

Our Purpose in the World

Care Unbound. To create more possibilities for care in every moment.

How we work in service of our purpose

- We strengthen our capacity to care for ourselves and each other
- We recognise each opportunity to help people make meaningful choices
- We encourage ourselves to be guided by our values in the work we do every day
- We develop the capacity for leadership in ourselves and with all those we engage with
- We make improvements quickly where we recognise the opportunity, rather than waiting for perfect solutions
- We bring together the right people organisations and ways of working to create true partnerships

We believe in enabling people to take control of their health care journeys – we help to change the way health and wellbeing services work so care can focus on what matters to individuals.

We work to ensure that our culture is one that allows everyone to come to work as their ‘whole’ selves. For most of us, work takes up a big part of our day. We want to ensure that it’s enjoyable and speaks to us on a level deeper than ‘just getting the job done’.

Because of this:

- We run a coaching programme which enables everyone to learn how to become a coach and have access to coaching when needed
- We have a process called ‘Pirate Dave’ which allows peer-to-peer conversations about development
- We have a staff-run ‘Wellness Group’ that enable staff to set up initiatives that link to wellness/wholeness. This has included running yoga, installing a ping pong table in the rec room and buying free fruit for staff
- We have a staff-run ‘Time & Spaces Group’ who run organisational wide projects to ensure that every voice from the organisation is heard. They have been a big part of our recent office refurbishment which included installing a quiet room covered in grass for when we need to take a break and running an artwork competition so we can cover our walls with art created by our staff.
- We host mindfulness sessions twice per day

AGREEMENT

This job description will be reviewed as necessary and may be amended to meet the changing needs of 'Here'. It will also be used as the basis to set performance standards and/or objectives and the contents will be used as part of annual appraisals. This job description has been agreed between the post holder and 'Here'.

Employees
Signature:

Print Name

Date:

Peer Signature:

Print Name:

Date:

JD author (name and job title):	Sarah Bartholomew
Date JD agreed:	15/10/2018
Brief description of reason for review (if applicable)	
Version number	V0.01