

## **Job Description & Person Specification**

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|-----------------------------|------------------------------------------|
| <b>Job title:</b>           | Digital Marketing Assistant              |
| <b>Location / Contract:</b> | OneLife Suffolk                          |
| <b>Role Type:</b>           | Marketing                                |
| <b>Salary:</b>              | £20,400- £22,900 depending on experience |
| <b>Hours:</b>               | 37.5 hours per week                      |
| <b>Reporting To:</b>        | Marketing Communications Manager         |

### **Purpose of job:**

The Digital Marketing Assistant will be based in Ipswich but travel across Suffolk will be required.

You will be responsible for the design, development, implementation and regular review of all marketing content creation with a specific focus on digital platforms. You will report to the Marketing and Communications Manager and will also be part of the wider MoreLife Marketing Team.

The role has a primary emphasis on digital marketing and content creation with a heavy emphasis on website content, video creation, blogs, vlogs and social media activity. The post holder will have a flair for being creative when designing artwork and copywriting. You will also be required to attend events as a representative of OneLife Suffolk.

This is a hands-on role and you will have responsibility for the day-to-day implementation of the marketing strategy including the planning and creation of all required content to support our programmes and Public Health - you therefore must have experience of having successfully delivered marketing programmes to agreed targets and with significant results and not be afraid to get your hands dirty!

Experience across a variety of marketing channels is essential.

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**Key Relationships:** MoreLife Marketing Team, Senior Management Team, Senior Practitioners, Coordinators, Practitioners, clinical leads, engagement and training teams and central support staff.

## **Overview of MoreLife and OneLife Suffolk**

MoreLife are commissioned by Suffolk County Council to deliver a county-wide Integrated Healthy Lifestyle Service. These services are delivered utilising the OneLife Suffolk brand locally.

The services are: Adult Weight Management, Child Weight Management, Smoking Cessation, NHS Health Checks, Health Walks, Get Help 2 Get Active and training for professionals including Making Every Contact Count (MECC) training.

Each of our services are under-pinned by psychologically informed behaviour change curriculums and all clients accessing service are encouraged to maintain long-term healthy behaviour changes via our active maintenance programme and support by the OneLife Suffolk Club.

## **Key Responsibilities of the Role**

- Deliver strategic marketing plans and management of MoreLife content creation
- Take a role in implementing the Digital strategy
- Co-ordinating all aspects of digital campaigns and ensuring alignment with operational resources. Monitor and report on outcomes
- Manage social media accounts, create, find and develop social content
- Write content for website, leaflets, blogs, press releases etc.
- Creating a wide range of different and appropriate marketing resources for the promotion of our services including video and podcasts
- Ensuring compliance with the OneLife and MoreLife brand's and corporate identity
- To support an active programme of service evaluation and client feedback to inform programme and content development
- To support the development and content of the OneLife Suffolk Club support and maintenance programme
- Working within the allocated budget
- Working closely with outside agencies to ensure effective and efficient outcomes
- Working closely with local and national media
- Work closely with Suffolk County Council Public Health and commissioners and other stakeholders on digital and content activity and support on four of their campaigns per year

## General

- To positively promote access to the OneLife offer and the aims and objectives of the OneLife service.
- Monitor own activity, engagement work, campaigns and events, as well as referral numbers to ensure programmes and activities meet necessary needs of stakeholders and commissioners and demand.
- Collate feedback from our stakeholders and service users. Support production of analytical reports with the focus on furthering the development of the healthy lifestyle behavior programmes and team.
- To keep accurate records of work.
- To attend team meetings and contribute to the performance improvement process and other meetings as requested and appropriate. This includes attending monthly 1:1 meeting with your line manager, and team meetings, with the following focus:
  - OneLife Performance Targets – understand own contribution to agreed performance targets in line with KPI's;
  - KPI's – individual achievement against contractual KPI's
- To manage and organise own time and activities responding effectively and in a timely manner to all work.
- To take an active part in developing own knowledge and skills and seek advice and support as and when necessary.
- Adhere to organisational policies and procedures.

## Other

Clean Driving Licence is essential

Any other task commensurate with the role as required.

## Skills and Knowledge:

- Excellent IT skills
- Good HTML/WordPress skills minimum of 1 years' experience
- Good Photoshop, Illustrator and InDesign skills
- Good knowledge and experience of Google Analytics
- Excellent copywriting skills
- Excellent time management skills
- Exceptional organisational skills including attention to detail and multi-tasking skills
- High standard of literacy and numeracy
- Excellent verbal and written communication skills

Ability to maintain a positive attitude to Health and Safety in carrying out duties with special emphasis on the environment and safety of the individuals within MoreLife.

#### **DESIRABLE**

- Experience of working in health/wellbeing
- Experience of video creation and editing
- CIM or equivalent qualification in marketing

#### **ESSENTIAL**

- Social Media Marketing -1 year essential
- Adobe Photoshop and InDesign -1 year essential
- All round marketing experience- 1 year minimum

#### **For all MoreLife Staff**

- To partake in promotional activities outside of the usual responsibilities of your role as and when requested by line management.
- To be willing to work flexibly to meet the needs of the service including out of hours working (i.e. evenings and weekends) on an ad-hoc basis and with reasonable notice.
- Undertake any additional duties as deemed reasonable and beneficial to benefit the service.

#### **Equality and Diversity**

MoreLife is committed to the principles of valuing, respecting and delivering an organisational culture that promotes equality and diversity.

The organisation has clear goals and aspirations to promote equality both within the company and the provisions of our service. MoreLife is committed to ensuring that equality, diversity and human rights principles are at the heart of our operation and that this is emulated in our provision of healthcare to patients, the public and carers as well to our Staff.

Post holders must always carry out their job responsibilities with due regard to the MoreLife's Equal and Diversity policy.