

## Job Description & Person Specification

**Job title:** Digital Marketing Assistant

**Location / Contract:** Suffolk / OneLife Suffolk

**Role Type:** Assistant

**Salary:** Competitive (plus 3% employer contribution to pension)

**Hours:** 37.5 hours

**Reporting To:** Marketing and Communications Manager

**Purpose of job:** The role based in Ipswich but travel across Suffolk will be required. (Remote working during COVID-19)

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

The role focuses 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. 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!

2 years + experience across a variety of marketing channels is essential.

**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

1. Generating video collateral for brand and marketing campaigns
2. Producing artwork and marketing material by using Adobe Creative Cloud
3. Creating visual identities & campaign content
4. Create, find and develop social content
5. Preparing print ready artwork and understand the full print processes and materials on offer
6. Ensuring ideas are current, creative and engaging to develop positive word of mouth and better relationships with our clients, partners and stakeholders
7. Translating information into visually engaging graphics and infographics

## Role-specific

To work with the Marketing and Communications Manager and overall OneLife and MoreLife management teams to:

- Deliver strategic marketing plans and management of content creation
- Take a role in implementing the Digital strategy
- You will be tasked with delivering video content true to brief and on vision and represents the brand in the best way possible.
- 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
- Work with the other members of the Marketing and Communications Team to efficiently work through different design support requests from the internal business, across a range of departments
- Clear ability to bring to life the OneLife Suffolk brand and set of design principles and guidelines
- Producing a broad selection of creative material across all of our print and digital channels including assets for email and CRM marketing
- Be a key player in the design of all social media creative to supply relevant and inspiring assets that enhance the overall social offering
- Assisting the Marketing and Communications Team with the management and protection of the OneLife Suffolk brand, ensuring all materials reflect consistent brand values and messages
- Feedback and manage expectations where necessary to internal stakeholders using social skills and by building relationships
- Seeking out inspiration from the design/advertising world to share internally with the Marketing and Communications team and develop own creative and design skills
- Ensure our creative and design work speaks clearly to each audience segment
- Ensure all briefs are responded to in a timely and effective manner and provide regular communication to the Marketing and Communications Manager regarding workloads and solutions to streamline our outputs
- Act as an ambassador for and promote the best interests of OneLife Suffolk at all times
- Ensure accuracy on all delivered projects. Attention to detail is essential
- Undertake such other duties as maybe required from time to time as are consistent with the responsibilities of the post and the needs of OneLife Suffolk

### **Other duties**

- 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

#### **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 at all times carry out their job responsibilities with due regard to the MoreLife's Equal and Diversity policy.

## Person Specification

ATTRIBUTES	ESSENTIAL	DESIRABLE	HOW IDENTIFIED		
			A	I	T
<b>QUALIFICATIONS</b>					
Educated to degree level with a relevant post graduate qualification or equivalent experience		X	X		
Relevant Marketing qualification or at least two years Marketing & Communications/graphic design work experience	X		X		
<b>EXPERIENCE</b>					
At least 2 years marketing/graphic design experience including but not limited to creating content, campaigns that deliver ROI, social media, website management, PPC, SEM, video and animation creation.	X		X	X	X
Experience of building and maintaining relationships at all levels	X			X	
An understanding of the wider determinants of health and the role that local government and other agencies play in the health and wellbeing agenda.		X	X	X	
Experience in at least one of the following and a knowledge of the remainder: provision of public services, health promotion, behaviour modification programmes, quality control, stakeholder engagement activities, research and evaluation, and project management.		X	X	X	
Demonstrable ability to organise own workloads and the workloads of others.	X			X	
Experience of effective record and database keeping.	X			X	
Experience of working in partnership with a range of organisations particularly those in the public sector.	X			X	

Experience of building professional relationships and working in partnership with other Providers inc. Primary & Secondary Care, Voluntary & Community Organisations, Workplaces and Health & Social Care agencies.		X		X	
<b>OTHER REQUIREMENTS</b>					
Ability to present a professional image with clients and internal and external stakeholders.	X			X	
Able to work flexibly to meet the needs of the service inc. evening and weekend working.	X			X	
<b>SPECIAL ATTRIBUTES</b>					
The post holder will also need to be aware of and committed to the vision, policies and practices of the organisation by which they are employed.	X			X	
Willingness to take accountability for duties outside of own role - inc. supplementary roles e.g. Deputising for Manager when requested etc.	X			X	
Act as a local ambassador for healthy behaviour change.	X			X	
<b>SKILLS</b>					
Adobe CC particularly Premier Pro, After Effects, Indesign, Illustrator and Photoshop	X		X	X	X
Excellent interpersonal and communication skills	X			X	
Able to contribute to service reporting as directed by service management.	X			X	
Self-motivated, with an ability to work equally effectively as a part of a larger team or individually.	X			X	
Strong verbal and communication skills.	X			X	
Able to adapt communication-style to meet the needs of the audience.	X			X	

Able to use own initiative and make decisions independently.	X			X	
Excellent Information Technology skills with the ability to rapidly acquire new skills.	X			X	
Strong skills utilising Microsoft Office packages inc. Word, Excel, Outlook, PowerPoint.	X			X	
Possesses an adaptable and flexible approach to work, including the ability to work evenings and weekends when required.	X			X	
Understanding of GDPR and Data Protection Act - applies principals to own work to ensure compliance with relevant legislation.	X			X	
Excellent time-management and organisational skills.	X			X	
Able to prioritise own workload to meet service delivery requirements and support the completing needs of the service.	X			X	