**Purpose:** Responsible for supporting the production and execution of the integrated communications and engagement strategy

**The post holder will**:

* Have excellent PR and external communications skills
* Proactively line manage the *Content Marketing Executive* and the *Communications Marketing Executive*
* Help inform and shape the overall marketing and business development strategy with the Snr Marketing and Business Development

 **Role Profile – PR & Communications Manager**

**PR & Communications Manager**

**Content Marketing Executive & Communications Marketing Executive**

**Snr Marketing & Business Development Manager**

**Key Result Areas**

* Creation and execution of a robust communications strategy that raises Benenden Hospital’s brand awareness
* Reputational management, including managing positive and negative publicity, producing the best outcome for the hospital in all situations
* Work closely with the Hospital Executive and senior management to align all internal and external communications to overall hospital business strategy
* Engage with local and regional media, trade bodies and business leaders, positioning Benenden Hospital as the private hospital of choice in Kent and Sussex
* Own the creation and delivery of the content strategy, developing compelling stories that build engagement and maximise customer conversion
* Writing, editing and reviewing all customer-facing content
* Support the Snr Marketing & Business Development to produce the overall strategy and new propositions, to successfully promote new and existing services
* To measure and report on the effectiveness of marketing campaigns, using a combination of sales data from the CRM platform, marketing data with the aid of visualisation tools and other channel metrics
* Make strategic recommendations on the effectiveness of offline advertising, content and communications (holistically and individually) to inform future plans
* Meet ambitious growth targets for self-pay, private and insurance referrals
* Line manage the *Content Marketing Executive* and the *Communications Marketing Executive*
* Work collaboratively with the marketing function of the Benenden Society

**Skills and Experience**

Degree in Communications or Marketing, a similar relevant field

Minimum of three years’ experience in reputational management, PR, media relations

Proven content marketing and communications experience

Excellent written skills with exceptional attention to detail

Exceptional ability to forge innovative ideas and create great content

Experience of managing at least one other person and ensuring they deliver against objectives successfully

Experience in the utilisation of PR data bases

Proven track record of creating and implementing communications plans

A strategic and organised approach underpinned by strong business and commercial acumen

Analytical thinking, considering all data and insight to get to the best result

Significant experience of working in a growing business with a results orientated environment

Motivated in a fast-paced working environment, with the ability to evaluate and reshape activity to meet business and market demand

**Measurement**

Performance against sales and revenue targets

Performance against personal development plans

Value led behaviours

Deliver activity within budgetary scope

**Values**

