**Role Profile – Communications Marketing Executive**

**Purpose:** Responsible for the day-to-day execution of written communications supporting the integrated communications and engagement strategy

**The post holder will**:

* Support the Communications and Business Development team to drive private self-funded patient numbers, private medical insurance referrals and Benenden Members paid for services through the execution of external and internal communications

**Snr Marketing & Business Development Manager**

**PR & Communications Manager**

**Communications Marketing Executive**

**Key Result Areas**

Responsibilities include:

* Raise the profile of the hospital externally and internally through the production of written communications
* Support the PR and Communications Manager in growing awareness of Benenden Hospital within local and national media, local business leaders and the local medical community
* Create relevant and engaging health news content, for use across a variety of channels
* Support the engagement of hospital colleagues on the self-pay agenda internally
* Engage and influence members to consider self-pay through the production of communications for Be Healthy magazine
* Thorough proof-reading of all creative copy
* Support the PR and Communications Manager in stakeholder identification and targeting
* Day-to-day administration duties supporting the department
* Ownership of specialist product knowledge
* Support marketing team in running engagement events
* Work collaboratively with the marketing function of the Benenden Society

**Values**

**Skills and Experience**

Degree in Marketing, Communications or a similar relevant field

A minimum of one-year PR or communications experience

Effective and adaptable verbal and written communication style

Demonstrable knowledge of the principles and practice of marketing

Hands on experience with IT and marketing techniques, including CMS and Microsoft Office

Excellent ability to interpret and analyse data

Excellent organisational and time management skills

Proactive approach and results driven

Excellent attention to detail

**Measurement**

Performance against sales and revenue targets

Performance against personal development plans

Value led behaviours

Be Caring
• We know what we do matters
• We’re proud and enjoy what we do
• We promote a culture of care, respect compassion and wellbeing
• We protect the mutual ethos
    Be Connected 
• We collaborate and share across teams, departments and the business
• We listen to understand each other and our member’s needs
• We support one another by having open and honest conversations
• We recognise that we’re stronger together
Be Brave
• We embrace change 
• We challenge and ask ‘why’ as well as  ‘why not’
• We always want to learn
• We are not afraid of trying new concepts and ideas
      Be Smart
• We approach problems with a solution mind-set
• We actively seek to improve and be better and we learn from our mistakes
• We spend members money wisely
• We’re invested in the future of our business
