**Purpose:** Responsible for the day-to-day execution of content 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 production of quality content

**Role Profile – Content Marketing Executive**

**Key Result Areas**

Responsibilities include:

* Supporting the delivery of advertising and marketing campaigns from brief through to delivery, on time and to budget
* Designing high quality marketing collateral such as press adverts, posters, infographics and digital assets, drawing on internal and external creative and technical resources where appropriate and adhering to brand guidelines
* Video storyboarding, scripting, filming and editing
* Reviewing and analysing marketing activity using Google Analytics, MediaHawk, Tableau and other ad hoc reporting to establish campaign effectiveness, key learnings and pursue a culture of continual improvement
* Writing and proofreading creative copy
* Writing content for our website
* Ownership of specialist product knowledge (treatment and services)
* Reviewing and reporting on competitor activity on a regular basis, to inform marketing activity
* Day-to-day administration duties supporting the department
* Supporting the Marketing team to run engagement events

**Values**

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


**Skills and Experience**

* Degree in Marketing, Communications or a similar relevant field
* A minimum of one year’s experience in creative marketing experience
* A proven track record of implementing successful marketing campaigns
* A creative flair and experience in the use of Adobe Photoshop, InDesign and Premiere Pro
* Demonstrable knowledge of the principles and practice of marketing
* Hands-on experience with IT and marketing platforms including Microsoft Office and a website Content Management System
* Excellent ability to interpret and analyse data
* Effective and adaptable verbal and written communication style
* Excellent organisational and time management skills
* Proactive approach and results driven
* Strong attention to detail

**Measurement**

• Performance against sales and revenue targets

* Performance against personal development plans
* Value led behaviours

**Departmental Structure**

Senior Marketing and Business Development Manager

PR and Communications Manager

Content Marketing Executive

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| --- | --- |
| **Role Holder’s Signature** |  |
| **Date** |  |