

Job Title:	Marketing Assistant
Reports to (job title):	Group Marketing Director
Line Manager to:	N/A

Job purpose

To provide comprehensive administrative and organisational support to the Marketing function, enabling the team to operate efficiently and deliver on its objectives. This is a bank role (roughly 15 hours per week across five days) with a high degree of flexibility around working hours. The majority of work can be completed asynchronously, though some tasks will require availability during core office hours as needed.

Base

Remote/home-based with flexibility to attend office or other locations as required. Contractual base London or Runcorn.

This post is responsible for

Providing day-to-day administrative support to the Marketing team, including but not limited to:

- Monitoring and responding to email correspondence on behalf of the team
- Raising purchase orders for the team
- Setting up new suppliers on the purchasing system
- Administrating the risk register
- Arranging couriers
- Setting up meetings, webinars and similar virtual events
- Scheduling across the function
- Sending letters and other correspondence via the virtual mail solution
- Conducting research as directed
- Carrying out cross-functional work under direction, such as collating information from across the business
- Owning the team scheduling and plan, monitoring completion and ensuring plan hygiene
- Drafting and scheduling social media posts, with direction
- Diary management, ensuring team resources are best utilised
- Maintaining and updating Playbooks (SOPs), templates, contact lists and other team documentation

- Tracking and chasing invoices and expenses through to payment
- Preparing basic reports, dashboards or status updates for team meetings
- Managing distribution and mailing lists
- Coordinating with external agencies and freelancers on administrative tasks, including briefs, asset requests and approvals chasing
- Ordering branded merchandise and print materials, approving designs and managing stock levels
- Minute-taking and action tracking from team meetings
- Managing email inboxes for team members as required
- Collating and filing marketing assets for compliance and audit purposes

Key responsibilities

- Deliver a proactive, reliable and well-organised administrative service to the Marketing function
- Ensure the team's scheduling, plans and documentation are accurate, up to date and accessible
- Act as a central point of coordination for purchase orders, invoices, suppliers and external agency administration
- Support the delivery of social media content by drafting and scheduling posts under direction
- Manage branded merchandise and print orders from brief through to delivery, including design approval and stock management
- Undertake research and cross-functional information gathering as directed by the Marketing leadership team
- Maintain filing of marketing assets for compliance and audit purposes

Proposed job plan

This is a bank role of 15 hours per week, distributed across five working days (Monday to Friday). The role is designed to be highly flexible, with the majority of work able to be completed asynchronously. Some tasks will require availability during core office hours where real-time coordination or responsiveness is needed. The precise distribution of hours across the week can be agreed with the line manager and adjusted to suit operational requirements.

Outline of Provisional Job Schedule:

Approximately 3 hours per day across Monday to Friday, with flexibility to vary daily hours by agreement. Core hours availability to be agreed with line manager based on team needs.

Our values

Our values are our moral compass and core to our DNA. They underpin the way we deliver our services and treat those who use our services.

To many organisations values are just words which don't translate into reality of the day to day but our values flow through everything that we do, they define who we are, what we stand for and set the expectations of our colleagues, communities, customers and partners. They have been defined by our colleagues and have been integral to our journey so far and will be integral to our future as well.

We have three values which help us stand out from the crowd, not just because there's only three, but because they are unique to who we are. We care, we think, and we do.

Care

- Inspire
- Understand
- Communicate

Think

- Challenge
- Improve
- Learn

Do

- Accountability
- Involve
- Resilience

Confidentiality and Information Security

As our employee you will be required to uphold the confidentiality of all records held by the company, whether patients/service records or corporate information. This duty lasts indefinitely and will continue after you leave the company's employment.

All information which identifies living individuals in whatever form (paper/pictures, electronic data/images or voice) is covered by the 2018 Data Protection Act and should be managed in accordance with this legislation. This and all other information must be held in line with NHS national standards including the Records Management: NHS Code of Practice, NHS Constitution and HSCIC Code of Practice on Confidential Information and should only be accessed or disclosed lawfully. Monitoring of compliance will be undertaken by the Company. Failure to adhere to Information Governance policies and procedures may result in disciplinary action and, where applicable, criminal prosecution.

Information governance responsibilities

You are responsible for the following key aspects of Information Governance (not an exhaustive list):

- Completion of annual information governance training
- Reading applicable policies and procedures
- Understanding key responsibilities outlined in the Information Governance acceptable usage policies and procedures including NHS mandated encryption requirements

- Ensuring the security and confidentiality of all records and personal information assets
- Maintaining timely and accurate record keeping and where appropriate, in accordance with professional guidelines
- Only using email accounts authorised by us. These should be used in accordance with the Sending and Transferring Information Securely Procedures and Acceptable Use Policies.
- Reporting information governance incidents and near misses on CIRIS or to the appropriate person e.g. line manager, Head of Information Governance, Information Security Lead
- Adherence to the clear desk/screen policy
- Only using approved equipment for conducting business

Governance

Clinical governance is a framework through which organisations delivering health and care services are accountable to continuously improving the quality of their services and safeguarding high standards of care by creating an environment in which clinical and other forms of care flourishes. Employees must be aware that clinical governance places a duty on all staff to ensure that the level of care services they deliver to patients is safe and high quality, and that they follow/comply with our policies and procedures.

Registered Health Professional

All staff who are a member of a professional body must comply with standards of professional practice/conduct. It is the post holder's responsibility to ensure they are both familiar with and adhere to these requirements.

Risk Management/Health & Safety

The post holder has a responsibility to themselves and others in relation to managing risk, health and safety and will be required to work within the policies and procedures laid down by the company. Staff are required to observe the Hygiene Code and demonstrate good infection control and hand hygiene.

Employees must be aware of the responsibilities placed on them by the Health & Safety at Work Act (1974) to ensure that the agreed safety procedures are carried out to maintain a safe environment for other employees, patients and visitors. It is essential to observe strict fire and security precautions at all times.

All staff must report accidents, incidents and near misses so that the company can learn from them and improve safety.

Safeguarding Children and Vulnerable Adults Responsibility

We are committed to safeguarding and promoting the welfare of children and adults at risk of harm and expects all employees to share this commitment.

Medicines Management Responsibility

Nursing or registered healthcare professionals

Undertake all aspects of medicines management related activities in accordance within the company's medicines policies to ensure the safe, legal and appropriate use of medicines.

Skilled non-registered staff

Undertake all aspects of medicines management related activities in accordance with the company's medicines policy where appropriate training has been given and competencies have been achieved.

Policies and Procedures

All colleagues must comply with the Company Policies and Procedures which can be found on the company intranet.

General

We are committed to serving our community. We aim to make our services exemplary in both clinical and operational aspects. We will show leadership in identifying healthcare needs to which we can respond and in determining the most cost-effective way of doing so.

We recruit competent staff that we support in maintaining and extending their skills in accordance with the needs of the people we serve. We will recognise the commitment from our staff to meeting the needs of our patients.

The company recognises a "non-smoking" policy. Employees are not able to smoke anywhere within the premises or when outside on official business.

Equal Opportunities

It is the company's intention to be an employer of choice and ensure that no job applicants or employees are unfairly disadvantaged on the grounds of gender, disability, race, ethnic origin, colour, age, sexual orientation, religion or belief, trade union membership or any other factors that are not relevant to their capability or potential. To this end, the company has an Equality and Diversity policy and it is the responsibility of each employee to contribute to its success.

Flexibility Statement

This job description is not exhaustive and may change as the post develops or changes to align with service needs. Any such changes will be discussed directly between the post holder and their line manager.

Personal Specification

Essential

- Strong organisational skills with the ability to manage multiple tasks and prioritise effectively
- Excellent written communication skills with high attention to detail
- Proficiency in Microsoft Office 365 (Outlook, Word, Excel, PowerPoint, Teams)
- Ability to work independently and manage own time in a flexible, asynchronous working environment
- Experience in an administrative or coordination role
- Professional and discreet approach, particularly when handling confidential information

Desirable

- Experience working within a marketing or communications team
- Familiarity with social media scheduling tools and content management platforms
- Experience with purchase order and finance systems
- Experience working in healthcare or another regulated sector

Other requirements: This role requires access to a suitable home working environment with reliable internet connectivity. A DBS check may be required depending on service area.

Employee signature

Manager signature
