



<https://hmt-uk.org/job/marketing-communications-officer/>

Marketing and Communications Officer

Description

HMT is currently seeking a **Marketing and Communications Officer** to elevate our brand and drive engagement across our hospitals, care homes, and the broader organisation.

As a Marketing and Communications Officer, you'll be at the heart of delivering innovative marketing campaigns, managing HMT's social media presence, and supporting its growth through effective communication. This role offers a unique opportunity to work in digital marketing, graphic design, and website content creation.

We are looking for an individual with a passion for storytelling and a flair for design. You'll have experience in social media marketing, content creation and campaign delivery, and will be able to manage multiple projects simultaneously.

The role will be remote with travel to our Durham office and sites as required

Responsibilities

- Social Media Marketing: Develop and execute engaging posts across HMT, HMT Hospitals and HMT Care Homes, including paid campaigns.
- Campaigns and analytics: assist the Marketing and Communications Manager in planning and delivering campaigns that boost engagement and conversions, with regular performance reporting.
- Graphic design support: Create visually compelling marketing materials, ensuring alignment with HMT's brand identity.
- Website updates: maintain and update HMT websites.
- Internal Communications: Lead internal communication content creation, including newsletters and maintaining the internal communications platforms.

A full copy of our Job Description can be downloaded below

Your Knowledge, Skills, and Experience

- Proven experience in marketing, including social media marketing and campaigns. (at least 2 years)
- Strong graphic design skills with proficiency in tools such as Adobe Creative Cloud and Canva.
- Experience in website content management including WordPress.
- Excellent writing skills with experience in content creation.
- Ability to manage multiple projects simultaneously and meet tight deadlines.
- Creative thinker with a proactive and innovative approach to problem solving.
- Experience in staff engagement or internal communications.
- Experience in the healthcare or care home sector
- A marketing or communications qualification (or proven experience)

Hiring organization

Healthcare Management Trust

Employment Type

Full-time

Duration of employment

Permanent

Industry

Healthcare

Job Location

Navigator's Point, DH1 1TW, Durham

Remote work from: United Kingdom

Working Hours

Full-Time

Date posted

December 20, 2024

Valid through

13.01.2025

Who We are

At the Healthcare Management Trust, we are obsessed with achieving our Vision, “to be the most innovative and best quality provider of niche health and social care services.” Our Purpose is, “to make every contact count, ensuring every resident and patient receives the best possible experience and outcome.

We aim to provide services which value collaboration and place our residents, patients and people at the heart of all we do. We will always do the right thing for our residents, patients and people. We will be outwardly connected to the most innovative practices and service offerings in the market. We will do things differently and will be bold with our ambition to change things for the better.

We are passionate about what we do and so are our people. Bringing their most authentic selves to work and seeking joy and fun in what we do. We will deliver care and clinical interactions compassionately and tailor them to individual needs.” We achieve this by living our business Values each and every day:

- We are caring
- We are enterprising
- We are resourceful
- We are authentic
- We are accountable

Our benefits include:

- Competitive pay
- Private Medical Insurance
- Employer pension contribution
- Wellbeing support via our Employee Assistance Programme, Occupational Health provision and Mental Health First Aiders
- Long service awards
- Cycle to work scheme
- Recruitment referral scheme
- Continuous learning
- Career progression
- Flexible working options
- 27 Days Annual Leave (Plus Bank holidays)
- Enhanced Maternity Pay

Contacts

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