



HEALTHCARE MANAGEMENT TRUST

Unit 1 Langdon House, Langdon Road, Swansea SA1 8QY
Telephone: 020 7222 1177 Email: admin@hmt-uk.org
www.hmt-uk.org

Job Title	Marketing & Social Media Officer - Hospitals
Department	People, Culture & Communications
Reports to (job title)	Head of Marketing & Communications
Direct and Indirect Reports	No
Job Grade	Band C, Spine Point 1
Other	Based in Swansea and surrounds. Hybrid role (at least 1 day per week working at SMH). Willingness to travel to SHH (and other sites) and attend local events; including after hours or on weekends (in order to gather content)

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**

As a result, we are able to give back to the people and communities we serve by delivering on our **Charitable Mission** to, *“Provide quality and innovative care solutions to those with complex needs within marginalized community settings.”*



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What you'll be doing (your job purpose)

The Marketing and Social Media Officer (Hospitals) will play a pivotal role in driving HMT's hospital communication strategies and elevating its digital presence. The successful candidate will be responsible for delivering and managing external social media marketing across HMT Hospitals, leading on paid social media campaigns and supporting the creation of innovative and engaging content to promote hospital service lines, awareness and events. This role also encompasses video content creation and editing, graphic design support, hospital website updates, press relations and campaign delivery aligned with the hospitals' growth and innovation objectives.

Although reporting into the central Marketing and Communications team, the Marketing and Social Media Officer (Hospitals) will work closely with the Hospitals Head of Sales and Market Engagement, to promote hospital services and specialisms and support lead generation via a multi-channel marketing approach.

Your key accountabilities and responsibilities

1.	Deliver external social media marketing strategies across HMT hospitals, ensuring alignment with organisational objectives.
2.	Assist the Head of Marketing with the planning and delivery of hospital paid social media campaigns to boost engagement, reach and conversions, alongside reporting on analytics.
3.	Provide creative design support for marketing, advertising and campaign materials for HMT Hospitals. Ensuring all designs and tone of voice align with HMT's brand.
4.	Lead on maintaining and updating the HMT Hospitals websites, managing a calendar for regular updates.
5.	Serve as a lead contact for communications and content collection across all HMT hospital sites. Producing engaging content for use on social media platforms, websites and other marketing materials.
6.	Work closely with the Hospitals Head of Sales & Market Engagement, to promote new service lines and offerings and generate leads that support hospital budget and revenue targets.
7.	Identify and engage with appropriate Brand Ambassadors (e.g. 'Influencers') and Consultant Groups, to support content creation for social media campaigns and



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collaborations; that drive awareness of HMT's hospitals, services, treatments and specialisms.
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Your knowledge, skills and experience

Proven experience in marketing, including social media marketing and campaigns (approx. 2 years)	Essential
Strong graphic design skills with proficiency in tools such as Adobe Creative Cloud and Canva.	Essential
Experience in website content management including WordPress.	Essential
Excellent writing skills with experience in content creation and editing (video, digital, print, etc).	Essential
Ability to manage multiple projects simultaneously and meet tight deadlines.	Essential
Creative thinker with a proactive and innovative approach to problem solving.	Essential
Experience in staff engagement and influencing, or internal communications.	Desirable
Experience in the healthcare sector	Desirable

Your training and qualifications

A marketing or communications qualification (or proven experience)	Desirable
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The way we do things at HMT (our Behaviours)

**See Appendix 1 attached*

Note: This job description is an outline of the job, setting out general responsibilities and tasks the job holder may be required to undertake. It is not an entire reflection of the role and you may be required to carry out other duties and responsibilities from time to time. The job description will also be subject to change in-line with the needs of the business.

Team members will be expected to carry out their duties in line with their terms and conditions and contract of employment, the standards stated in the employee handbook and Health & Safety guidelines and will be required to follow HMT policies and procedures.

We require that mandatory training is current and will expect you to participate and undertake further developmental training specific to the role.

I have received a copy of this Job Description; read it, understood it and agreed to it.

Date **Draft**



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Signed.....

Date.....

Job Holder