



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 & Communications Officer
Department	People, Culture & Communications
Reports to (job title)	Marketing & Communications Manager
Direct and Indirect Reports	No
Job Grade	

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 communications officer will play a pivotal role in driving HMT's internal and external communication strategies and elevating its digital presence. The successful candidate will be responsible for delivering and managing external social media marketing across HMT, HMT Hospitals and HMT Care Homes, leading on paid social media campaigns and supporting the creation of innovative and engaging content. This role also encompasses graphic design support, website updates, press relations and campaign delivery aligned with the organisations growth and innovation objectives.

Your key accountabilities and responsibilities

1.	Deliver external social media marketing strategies across HMT and its hospitals and care homes, ensuring alignment with organisational objectives.
2.	Assist the marketing manager with the planning and delivery of 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, HMT Hospitals and HMT Care Homes. Ensuring all designs align with HMT's brand.
4.	Lead on maintaining and updating the HMT, HMT Hospitals and HMT Care Home websites, managing a calendar for regular updates.
5.	Serve as a lead contact for communications and content collection across all HMT sites, including hospitals and care homes. Producing engaging content for use on social media platforms, websites and other marketing materials.
6.	Deliver the internal communications strategy to improve engagement across HMT. Via creating and distributing internal newsletters, updates and announcements to staff across all sites.

Your knowledge, skills and experience

Proven experience in marketing, including social media marketing and campaigns. (at least 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.	Essential
Ability to manage multiple projects simultaneously and meet tight deadlines.	Essential

Date Choose an item.



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Creative thinker with a proactive and innovative approach to problem solving.	Essential
Experience in staff engagement or internal communications.	Desirable
Experience in the healthcare or care home sector	Desirable

Your training and qualifications	
A marketing or communications qualification (or proven experience)	Desirable

The way we do things at HMT (our Behaviours)	
<i>*See Appendix 1 attached</i>	

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.

Signed.....

Date.....

Job Holder



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