

## JOB DESCRIPTION

Please submit all applications to [admin@beaconhc.co.uk](mailto:admin@beaconhc.co.uk) or post to Beacon, 10 Napier Court, Barton Lane, Abingdon, Oxfordshire, OX14 3YT to reach us no later than 9am on Monday 4<sup>th</sup> July 2022.

<b>Job Title:</b>	Marketing & Communications Executive
<b>Department:</b>	Operational Support
<b>Reporting To:</b>	Dan Harbour (Managing Director)
<b>Reporting To Job Holder:</b>	N/A
<b>Work Hours:</b>	20-25 hours p/w (flexible)
<b>Contract:</b>	Permanent
<b>Salary:</b>	£24000 - £26000 pro rata p/a plus performance-related bonus and excellent benefits package (see below)
<b>Location:</b>	Negotiable depending on location - either office based or home based (virtual) with occasional travel to Head Office in Oxfordshire
<b>Job Purpose:</b>	To plan, implement and assess Beacon's marketing and communications strategy, overseeing public relations and all promotional activities to promote Beacon's services and ensure maximum profitability.

### **MAIN DUTIES:**

- Work with the Managing Director to plan Beacon's marketing and communications strategy employing the most appropriate marketing mix and maximising on all potential customer touchpoints.
  - Lead the delivery of all marketing and external communication activities.
  - Develop and deliver a long-term content calendar across all Beacon's channels (including website, social media, email, newsletter) to align with key times of year, external and internal priorities.
  - Be responsible for content updates to the Beacon website using Wordpress, including making continual improvement based on Google Analytics and SEO performance, and – working with an external consultant – Google Ad performance.
  - Set up and develop a Beacon YouTube channel, and LinkedIn presence.
  - Work with the casework team to capture stories and video testimonials of our clients.
  - Ensure all content aligns with Beacon's brand values and projects a consistent brand personality.
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- Support the Managing Director with media opportunities and maintain relationships with key journalists.
- Identify and build on opportunities to increase Beacon's profile by leveraging relationships with our partners and other organisations.
- Maintain and develop excellent working relationships with key partners, stakeholders and suppliers, commissioning and reviewing work and content as necessary.
- Manage the marketing database and be responsible for newsletter distribution.
- Keep a watching brief on the marketing messaging environment around Continuing Healthcare casework and advocacy.
- Stay up to date on developments in PR and marketing channels and best practice.
- Uphold organisational values, promoting Beacon's social goals through each area of your work.
- Attend line management, supervision and team meetings as appropriate and play a full part in the development and success of Beacon.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your developing role and the overall objectives of the company.

This post may be subject to a satisfactory Disclosure and Baring Service check or equivalent.

**STAFF BENEFITS:** Pension Scheme, Generous Annual Leave Entitlement, Death in Service Benefit 4x salary, Flexible Working, Health & Dental Care Plan, Professional Development Plan, Employee Rewards Scheme (Perkbox) and Performance-Related Bonus.

## PERSON SPECIFICATION FORM

**Job Title:** Marketing & Communications Executive

**Department:** Operational Support

Specification	Essential Requirements	Desirable Requirements
<u>Qualifications/ Education/ Training:</u>	Strong IT skills and an ability to use Microsoft Office Applications to a high standard.	Degree or equivalent level of knowledge acquired through experience and training /development.  Understanding of WordPress, Adobe Acrobat, InDesign, Photoshop and Premier Pro beneficial but not essential.
<u>Relevant experience:</u>	Previous marketing or PR experience is essential. You might be a Marketing Assistant looking for your next step, or an Executive level looking for a new challenge.  Experience of delivering day-to-day marketing operations and content creation (including longer form content such as blog posts, articles or press releases).  Understanding brand guidelines and consistently implementing the brand voice across all channels and marketing materials.	A proven track record in successfully creating and delivering marketing campaigns and supporting social media communities.  Developing original copy for social media platforms, websites and printed advertising materials.  Experiencing of simplifying complex information into content that is accessible to the public.
<u>Relevant knowledge/skills:</u>	Excellent oral and written communication skills with an ability to engage effectively with a range of stakeholders. Able to establish a good rapport with clients and stakeholders in a professional and caring manner, upholding brand values.  In-depth understanding of SEO, digital and social marketing best practices	An ability to unpick complex information and present it in a way that is accessible to a broad client base.  Excellent copywriting, editing and proofreading skills  Working knowledge of content management systems and automated marketing software  Ability to do market research, analysing forecasts and performing competitive analysis
<u>Personal attributes:</u>	Enthusiasm, energy and a passion for what you do are essential.	Flexible attitude to work, including availability to work some evenings when

	<p>A commitment to upholding and actively promoting Beacon’s organisational values (see below), promoting Beacon’s social goals through each area of your work.</p> <p>An empathetic nature, to understand and be able to interact with clients (case studies) who are going through tough times.</p> <p>Able to work on own initiative, to prioritise work, and to work under pressure.</p>	<p>required.</p> <p>An ability to work as part of a small and dynamic team.</p>
<p><u>Special Requirements:</u></p>	<p>A commitment to the principles of equal opportunities and anti-discrimination whether race, religion, age, gender or sexual orientation.</p> <p>This post may be subject to a Disclosure and Barring Service check.</p>	

## Background Information

NHS Continuing Healthcare (CHC) is the name given to a package of healthcare that some people need to receive due to disability, accident or illness. People who are eligible for CHC have the full cost of their care and accommodation funded by the NHS. This relieves families of sometimes astronomical care bills.

The criteria for determining who is eligible for CHC are highly complex and can be very difficult to understand. The assessment process is lengthy and detailed. Likewise, the appeal process can be very daunting and perplexing.

Beacon’s roots are in a service provided by Age UK Oxfordshire, to provide free advice and support to families trying to navigate the CHC system. Beacon is a social enterprise that spun out of this service eight years ago and has supported over 40,000 families across England.

Beacon provides a free CHC advice service, funded by the NHS, as well as advocacy and representation charged at a fraction of the cost of most legal firms. We are well renowned as England’s foremost experts in CHC and frequently advise policy-makers on policy changes and updates to the guidelines.

## Our Values

At Beacon, we employ people who want to do things differently to other organisations working in this field. Five values sum up our culture and how we treat our clients and our staff:

### 1. Ethical

#### Commitment to our clients

We operate with honesty and integrity. We are transparent about our funding set-up and our fees, which we keep as low as we sensibly can. We never 'hard sell' our services, we keep you informed at every step, and we always give our honest opinion of your chances of success. As a social enterprise, we donate any profits to charity.

#### Commitment to our team

We operate with honesty and integrity, and always work hard to get the best results for our clients and the business. We work to high standards, and trust our people to respectfully speak out if we fall short.

### 2. Expert

#### Commitment to our clients

We pride ourselves on being recognised as leading independent experts in NHS Continuing Healthcare (CHC). We apply our knowledge and experience to help every case and caller. We also strive to improve CHC for everyone, by training health and social care professionals.

#### Commitment to our team

We are the leading experts in our field. We encourage and value innovation and evolution in what we do, and how we do it. We are united in developing the business and its services.

### 3. Personal

#### Commitment to our clients

By listening carefully to you and the people who really know about your care needs, we can provide excellent advice and powerful advocacy tailored to your unique situation.

#### Commitment to our team

We get results by getting to know our clients. We do the same with our people, offering flexible working options to suit your circumstances, and taking time out to have fun as a team.

### 4. Compassionate

#### Commitment to our clients

We are mindful of the immense stress that our callers and clients can be under, at what is often a really tough time. We do our best to lift some of that burden by providing a quality service that you can trust, and by being compassionate and courteous at all times.

#### Commitment to our team

The nature of the work can be stressful and emotionally draining. We take care and time to look out for each other, and encourage healthy work habits.

## 5. Rewarding

### Commitment to our team

We take the time to celebrate success and are inspired by one another's achievements. We provide a generous and varied suite of benefits that can be enjoyed by our people and their families.