**Job Description**

**Overview**

The National Centre for Integrative Medicine (NCIM) is an accredited teaching centre, which has pioneered a two-year Diploma in Integrative Healthcare, accredited by Crossfields Institute and supported by the College of Medicine. NCIM’s goal is to support the transformation of healthcare, within a whole-person model of wellbeing that combines the best of conventional, lifestyle and holistic approaches.

We also deliver patient services and medical research, all directed towards our health and wellbeing agenda: that wellbeing means wellness within all parts of a person’s life.

**Job Purpose**

The Marketing Lead will be responsible for the marketing, communication and promotion of NCIM’s range of clinical and education services, as well as supporting the growth of the company, working on the NCIM marketing strategy with the Core Team.

We are looking for someone who can understand the politics of healthcare and look for opportunities to communicate some of our key messages and support the growth of the organisation.

This post reports to the Business Development and Operations Manager and works alongside the Chief Executive, and the wider healthcare team.

**Key Responsibilities**

1. Keeping the NCIM website up to date
2. Writing posts for social media (Twitter, Instagram, Facebook, LinkedIn)
3. Creating adverts on social media to promote our services
4. Record engaging short videos with relevant members of staff to upload onto social media and website
5. Developing newsletters and sharing them with our list of contacts and building those contacts
6. Developing leaflets to support the marketing of our range of education and clinical services
7. Regular reporting of marketing activities and results to Executive team and NCIM Board
8. Maintaining contact lists, ensuring all customer databases are up to date
9. Sourcing new marketing connections
10. Supporting the administration of the NCIM Integrative Health and Scientific Network
11. Working on the NCIM Marketing Strategy and communicate that to the NCIM Board

**Person Specification**

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| **Key Area** | **Essential** | **Desirable** |
| **Education & Training** | * A degree in English, Digital Content, Communications, Marketing, Advertising or equivalent with a passion and strong understanding of writing for both online and offline channels, with an eye for detail.
* Inspired copywriting, skills across different platforms - print, web advertising, email marketing, direct mail, blog posts and social media campaigns.
* Optimising content for search engines and lead generation.
* Exceptional writing and editing skills, as well as the ability to adopt the style, tone, and voice of NCIM’s range of services
* Analysing the performance of marketing strategies and campaigns.
 | * Evidence of continuing professional development
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| **Skills & Experience** | * High standard of verbal and written communication
* Excellent presentation skills
* Organisational skills
* Excellent computer literacy and typing ability
* Analysing the performance of marketing strategies and campaigns.
* Improving social media presence
* Leaflet Design
* Mailchimp marketing
* Social Media advertising
* Basic DBS check
* GDPR / Data Protection Training
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| **Knowledge** | * An interest in / knowledge of Integrative Medicine - blending conventional, holistic and lifestyle approaches to healthcare
 | * Understanding of small business operations
* Awareness and understanding of social enterprise
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| **Personal Attributes** | * Honest and reliable
* Accountable and able to use initiative and take responsibility
* Able to maintain confidentiality
* Willing to work as part of a team
* Able to remain calm under pressure and to prioritise workload
* Methodical and logical approach to performing tasks
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