

Marketing and Communications Officer

Job Description

Salary range: £31,016– £35,446 per annum, plus benefits

Job type: Full-time (37.5 hours)

Contract period: Permanent

Reporting to: Marketing and Communications Manager

Team: Platform Services

Location: Oxford (Picker operate a flexible hybrid office/remote working policy)

Picker Institute Europe

Picker is an Oxford-based charity with an international reputation as a key authority in the measurement and improvement of patient experience. Our mission is to make person-centred health and social care a reality for everyone.

Researching and measuring the experiences of patients, service users, and staff are key areas of our work. We develop and run surveys for a wide range of public and private healthcare organisations, as well as national bodies, voluntary sector organisations and international healthcare providers. Furthermore, we conduct original research using qualitative and quantitative social research methods to investigate issues related to people's experiences of care and organisations' efforts to improve services.

Platform services

Platform services is responsible for organisational development and provides corporate support to Picker. This includes liaising with the Board of Trustees and overseeing governance and strategic development. On a day-to-day basis, platform services support other Group teams with communications, finance, HR, and IT related matters.

Purpose of the role

The Marketing and Communications Officer supports the delivery of all internal and external communications activities; the delivery of PR strategies and campaigns to increase Picker's media profile; and broader communication and organisation brand objectives. The post holder works to ensure the consistency and quality of all external communications and to disseminate the organisation's evaluation/improvement activity, research outputs, and policy messages.

The post holder will ensure a consistent flow of content via our website, newsletter and social channels. They will maintain the tone and quality of all external and internal communication materials and will help to develop high-quality communication materials, including:

- Annual impact report
- Website content
- Case studies
- Press office outputs
- Social media content
- Blogs
- Improvement materials

The post holder will help to ensure Picker's messages reach our audience using:

- Social media
- Events – webinars and conferences
- Supporting placement of our stories in external media
- Partnership working with other organisations
- Email
- SEO
- Google Analytics
- Google Ads

Duties and responsibilities

Strategic

- Support the Marketing and Communications Manager in developing the organisation's communications strategy, ensuring that it is implemented across the organisation and on all external material, to enhance the organisation's visibility and reputation.
- Help to implement communications initiatives, monitoring and measuring their impact, to deliver agreed objectives to increase the visibility and reputation of the organisation's products and services and achieve our charitable aims.
- Support teams with the development and dissemination of effective marketing materials that demonstrate the value of working with Picker and that support business development in new and existing markets.
- Develop and maintain a working knowledge of Picker's work, its major projects and plans and the market in which it operates.

Operational

- Provide editorial support and copywriting expertise to other teams so that accurate copy is produced in line with brand image and protocols.
- Work collaboratively with other teams, creating strong links between other programmes and projects, to ensure the successful implementation of marketing and communication campaigns.
- Support with attendance at conferences and exhibitions to actively promote Picker and the services it provides for clients.

External Communications and Relationships

- To support the production of written content such as blogs and case studies to target identified media outlets and/or stakeholder groups.
- Work with our PR consultant to distribute press releases and external content to targeted media and promote news stories and features to the media and other key stakeholders.
- Monitor the media and wider external environment to identify opportunities for Picker to raise its media profile and promote its brand and to identify articles that Picker may like to respond to.
- Support with the marketing of contractor work for the National Survey Programmes and in other identified areas of work.

Internal Communications

- Support and implement a variety of organisational internal communications initiatives to enhance employee engagement and retention.

Website and Social Media

- Responsible for the day-to-day maintenance and ongoing development of the website (Picker.org) as well as supporting and contributing to the portfolio of domains and websites used in the delivery of our services. This includes:
 - Working with suppliers to improve and update the website;
 - Liaising with the Chief Operating Officer and Chief Research Officer to ensure that the charity's website and marketing channels are representative of its portfolio, that create greater opportunity for the charity to increase impact and income; and
 - Ensuring that the charity's website is engaging and informative for prospective clients and employees.
- Coordinate all social media activity – share outputs from Picker's research; respond to queries; and join conversations helping to create a sense of community.
- Develop ideas for our social content to increase its appeal to different stakeholder groups, eg use of video.
- Monitor SEO rankings, optimise content and improve website performance.

Flexibility

- Contributing to the work of Picker as a whole by:
 - Fully engaging and participating in the achievement of Picker's aims and objectives.
 - Advocating new approaches, processes and methods to enhance Picker's performance.
 - Promoting the sharing of knowledge and communications across teams within Picker; working closely with other teams to deliver projects and promote the work of the Charity.

General Duties

- Ensuring compliance with ethical and data protection standards.
- Occasional travel for research activities, client meetings, conferences.

- Other reasonable duties, as requested by line manager.

Person specification

Experience, knowledge and understanding	
Experience of dealing with a range of media	E
Experience of maintaining and developing websites	E
An interest in healthcare quality and person centred care	E
Evidence of frequent and continuing professional development	E
Experience of working in a Comms or Marketing role	E
Experience of writing case studies, blogs and other communications	E
Experience of using social platforms to develop communities	E
Experience of developing and maintaining relationships with clients, external stakeholders, collaborators or partners	D
Working knowledge of current data protection regulations and ISO27001	D
Skills / Abilities	
Ensures compliance with company policies, internal working practices and external regulatory requirements	E
Excellent writing skills and a demonstrable ability to write to a high standard for a range of different audiences and to edit the work of others	E
A high degree of self-motivation and resourcefulness combined with a willingness to adopt a 'hands-on' role	E
Excellent grasp of written and spoken English	E
A methodical approach to work and strong attention to detail	E
Ability to manage multiple demands, adjust priorities and negotiate timescales as necessary	E
High level of competency in Microsoft Word, Excel, PowerPoint and Outlook	E
Ability to work collaboratively, corporately and departmentally, and where necessary with external suppliers and contacts	E
Ability to work to deadlines and tight timescales	E
Ability to manage workload with frequent interruptions, multiple demands on time and requests from stakeholders	E

Ability to work independently, initiating new communications activities under managerial direction, following operational communications plan, gaining required approval as needed and at predetermined stages of projects	E
Empathy with Picker and its aims	E
Experience in using graphic design software such as Adobe InDesign or Photoshop	E
Experience of marketing automation software package Campaign Master; as well as working knowledge in the use of Google Analytics 4, and Google Ads	D
Qualifications	
Educated to degree level or equivalent in a relevant discipline	E

E = essential D = desirable

This job description is not contractual and is liable to change over time.

Picker is committed to equality, diversity, and inclusion in all that we do. We welcome applicants from diverse communities and backgrounds and we are a Disability Confident committed employer.

All roles at Picker require a criminal record check. Picker will not automatically refuse to employ someone with a previous criminal conviction.

For further details, please contact the HR team by email; hr@pickereurope.ac.uk