Job Description

**Post title:** Senior Marketing Lead

**Reporting to:** Associate Director of Communications and Engagement

**Salary:** NHS Agenda for Change Band 8a

**Location:** 30 Euston Square, London, NW1 2FB

**Hours:** 37.5 hours per week (we will consider flexible working requests)

**Organisation profile**

Imperial College Health Partners is a partnership organisation bringing together NHS providers of healthcare services, clinical commissioning groups and leading universities across North West London. We have been designated by NHS England as the Academic Health Science Network (AHSN) for North West London, and we are one of 15 AHSNs across England which make up The AHSN Network.

At ICHP we believe that innovation can be a powerful trigger to create new ways of working. We work in partnership with our members and clients, helping to address the complex challenges they face.

Our strategic priorities are to:

* Innovate and collaborate for a healthier population making a real measurable impact; and
* Diversify our customer base in order to broaden our income sources and work where we can have the largest impact.
* For now, our partnership includes representation from 20 academia, community care and mental health, secondary and specialist care and clinical commissioning organisations across North West London. In addition, we service clients in other parts of London, England and internationally.

For more information please visit [www.imperialcollegehealthpartners.com](http://www.imperialcollegehealthpartners.com)

**Job Summary**

The Senior Marketing Lead is a challenging role that requires high levels of confidence, aptitude and diplomacy as well as exceptional professional skills and expertise. The role spans both strategic development and operational delivery and the post holder will be able to excel in both.

The Senior Marketing Lead will report to the Associate Director of Communications and Engagement and will be responsible for developing and delivering a strategic marketing approach for ICHP, to help publicise the company’s services and generate new business. The lead will be responsible for delivering this work, working in partnership with the communications and engagement team and other colleagues across ICHP. One example will include working with the communications and engagement team to scout for marketing opportunities relevant to our current portfolio of work, and developing a suite of promotional marketing materials which can be used across a range of channels.

The postholder will deputise for the Associate Director as necessary. They will form part of the senior leadership of the communications and engagement team and will need to ensure their work is integrated closely with the rest of the team, which is shown below.

**Communications and Engagement skills group structure**

Associate Director of Communications and Engagement

Senior Marketing Lead

Senior Engagement and Involvement Lead

Senior Communications Lead

Patient and Public Involvement Lead

Communications Lead

Content Manager

**Key responsibilities**

*Generic*

* Role model behaviours that live our organisational values of collaboration, courage, quality and impact, and encourage similar behaviours in colleagues and line reports
* Show a commitment to learning, self-reflection, appraisal, and development, including undertaking a Personal Development Plan annually.
* Operate in an environment of significant complexity and ambiguity, taking time to understand the context of the operating environment and demonstrating good judgement (including seeking counsel from other when needed); and offer support and guidance for others seeking advice.
* Exhibit a curiosity about the work going on across the organisation, and share with others, internally and externally, impactful work that ICHP supports to enable innovation and resolve complex problems.

**Key responsibilities**

*Specific*

* Support the Associate Director of Communications and Engagement to develop a comprehensive, strategic approach to marketing ICHP, in line with business objectives and taking account of both local and national context with regards to policy developments and political changes.
* Advise the Associate Director and broader ICHP team on how to use cross-channel marketing to raise awareness of our current portfolio and support future business development.
* Prioritise, plan and deliver high quality marketing activities to support the delivery of ICHP’s organisational priorities.
* Oversee the day-to-day planning and delivery of a high quality marketing programme for ICHP. This will include all or some of the following:
* Providing strategic marketing advice and counsel to the Associate Director and Senior Management Team when required.
* Developing and leading a strategic programme of marketing activity for ICHP which showcases its current work and supports future business development with prospective clients. This will include a range of channels such as events, digital presence and advertising.
* Actively scouting for marketing opportunities on behalf of ICHP, and developing a suite of high quality ICHP marketing products that be used across a range of channels.
* Working with Communications and Business Development colleagues to develop an approach to digital marketing which optimises our online channels to promote the work of ICHP.
* Developing and leading a training programme to support staff to become marketing ambassadors for ICHP when undertaking client-facing work.

*Client work*

* Develops and delivers effective marketing products to support relationship management with existing clients, and acquisition of potential new clients.

*Other responsibilities*

* You will need to ensure that you work closely with the communications and engagement team and wider teams across ICHP, to ensure that we have an integrated approach to marketing and communications.
* You will need to ensure that any freelancers and consultants supporting ICHP’s engagement work have clear roles, responsibilities and goals.
* You will support the Associate Director to set the marketing strand of the overall marketing budget, and have managerial responsibility for it on a day-to-day basis, ensuring resources are in place to deliver an effective engagement service to the agreed timelines and budget.

**Person specification**

The role requires a confident- marketing professional who works at a consistently high level and is able to develop and lead strategic programmes of work. The post-holder will have a strong understanding of the NHS and health research landscape, will have knowledge of national politics relating to health, research, data and innovation. They will have extensive experience of delivering range of successful marketing methodologies

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| --- | --- | --- | --- |
| Area | Essential | Desirable | Assessment |
| Values and behaviours |
| Demonstrable commitment to the organisation’s values which are Impact, Quality, Courage and Collaboration. | √ |  | A/I |
| Commitment to focus on quality, promotes high standards to consistently improve outcomes. | √ |  | A/I |
| Methodical in approach with good eye for detail. | √ |  | A/I |
| Works across boundaries, looks for collective success, listens, involves, respects and learns from the contribution of others. | √ |  | A/I |
| Self-awareness in terms of emotional intelligence, biases and personal triggers with cultural sensitivity and awareness. | √ |  | A/I |
| Skills and Capabilities |
| Ability to anticipate issues and create solutions and to resolve problems in relation to project or service delivery | √ |  | A/I |
| Ability to work across teams to support project delivery | √ |  | A/I |
| Good presentational skills for conveying complex concepts | √ |  | A/I |
| Competent user of spreadsheets, databases, word processing and presentation software (e.g. Excel, PowerPoint, Word or equivalent) | √ |  | A/I |
| Able to prepare paper reports setting out information, its analysis and interpretation in a lucid and persuasive manner, in the context of evidence | √ |  | A/I |
| Exceptional communication skills for delivering key messages to a range of stakeholders both internal and external.  | √ |  | A/I |
| Ability to use informed persuasion to influence others | √ |  | A/I |
| Robust and effective project management skills – e.g. time management, budget management, project reporting etc.  | √ |  | A/I |
| Commitment to matrix working and adoption of ICHP systems and processes | √ |  | A/I |
| Qualifications |
| Masters degree qualification or equivalent experience | √ |  | A/I/C |
| Relevant marketing qualification or equivalent experience |  |  √ | C |
| Knowledge and Experience |
| Experience of working alongside and influencing senior level professionals. | √ |  | A/I |
| Experience of developing and delivering successful strategic marketing programmes of work. | √ |  | A/I |
| Experience of evaluating marketing methodologies and demonstrating added value and impact |  |  |  |
| Experience of project management, business process activity and service delivery | √ |  | A/I |
| Evidence of planning and delivering projects, initiatives or services, some of which might be multi-stranded  | √ |  | A/I |
| Experience of managing budgets | √ |  | I |
| Knowledge of the up-to-date marketing methodologies and experience of putting these into practice. | √ |  | A/I |
| Understanding of economic, financial and organisational complexities of the NHS | √ |  | A/I |
| Knowledge of national health policy and strategy, and social and economic policies | √ |  | A/I |
| **Management skills and personal attributes** |
| Hardworking and conscientious | √ |  | A/I |
| Ability to work as part of a team | √ |  | A/I |
|  Self-motivated and pro-active | √ |  | A/I |
| Ability to move between details and the bigger picture | √ |  | A/I |
| Demonstrates honesty and integrity and promotes organisational values | √ |  | A/I |

\*Assessment will take place with reference to the following information A=Application form I=Interview T=Test C=Certificate