



Post: Digital Marketing and Communications specialist (Health Innovation)

Reference: i4iGOGL

Salary: £33,000 pro rata (0.6 days for 6 months)

Start date: 17 July (or as close as possible) for 6 months until December 31st. Adjustment of hours could be made to accommodate late start).

Closing date for applications: 12 July

Reporting to: GOGL i4i Project Manager

Responsible for:

Marketing and communications for a digital translation of GOGL (A programme for people leaving relationships having experienced domestic abuse).

The above post is part time (0.6 WTE), available immediately in UXclinician Ltd, on a fixed term contract until December 31st, working from home. We are keen to support the Equality, Inclusion and Diversity agenda and would encourage people to apply from all backgrounds. Job shares would be considered. Employment is fixed term due to the nature of funding, though could be extended if further funding is secured.

About UXClinician Ltd.

This is an opportunity to work with UXClinician Ltd (www.uxcgroup.com), a doctoral led psychology consultancy that works to deliver creative innovations in clinical and organisational psychology. We are a dynamic team keen to make work exiting and interesting. We work hard to provide supportive environments for all employees.

The main purpose of the Job

UXClinician Ltd. are innovating our product into a unique gap in the market and are currently in the process of exploring acceptability of the product with service users, through charity/ sector partners with a view to future integration of GOGL into NHS / domestic abuse support pathways.

We require an experienced marketing and communications expert to:

- Work with the team on communications development, strategy and delivery.

- Develop and deliver our social media strategy - (social media messaging, SEO strategy, posting, scheduling, content strategy etc...)
- Organisational Outreach- outreach to current and potential partners (charities, social prescribers, sector organisations etc...)

This job would suit an experienced marketing and communications professional seeking a short-term (6 months), working from home post with flexible working hours supported.

The candidate will require their own computer for this short-term role.

For information about GOGL see our website: <https://www.getoutgetlove.com>

Main duties and accountabilities

- Work with the team and stakeholders to design and develop the engagement communications for the evaluation, focus group delivery and dissemination of outputs (reports, participant debriefs etc).
- Responsibility for delivering and managing comms to product users- (engagement, email journey, social media, outreach)
- Day to day management of social media channels, including creating social calendars.
- Optimising and repurposing content to make sure it's targeting the right audiences across different platforms.
- Regularly monitor and report on audience engagement including reposting, commenting and liking content and brand mentions.
- Provide qualitative and quantitative analysis, insights and recommendations to key stakeholders to help support and influence future marketing campaign planning
- Work with the team to identify opportunities for new client acquisition.
- Analyse and interpret multiple data sources to better understand the customer journey and produce actionable insights that can be used to improve the online member/customer experience and develop a more personalised service.
- To synthesise data collected to support the team when reporting, at the end of contract.

Person Specification

Competency	Essential	Desirable
Attainments/Qualifications	Possess a BSc / BA degree in Marketing, MBA, or demonstrate equivalent level of marketing analysis knowledge and experience	Hold a master's degree or above in marketing

<p>Skills and Understanding</p>	<p>Report writing skills to support business strategy/fund raising.</p> <p>Ability to manage remote working effectively</p> <p>Possess search engines, web analytics, and business research tools acumen</p> <p>Strong communication and presentation skills</p> <p>Ability to communicate and present findings in a way that is accessible to all stakeholders, both verbally and in written format.</p> <p>Knowledge of data collection methods (polls, focus groups, surveys etc)</p> <p>Strong analytical and critical thinking</p> <p>Advise senior management on the best ways to use provided data</p>	<p>Knowledge of digital commercialisation routes</p> <p>Knowledge of the EAP sector</p> <p>Knowledge of digital product sales models</p>
<p>Prior Experience</p>	<p>Have demonstrable prior experience of delivering</p>	<p>Experience of working in charity sectors</p>

	<p>marketing analysis in digital health or related areas</p> <p>Prior experience of design, development and delivery of social media strategy in digital health or related areas</p>	<p>Experience of working in mental health sectors</p> <p>Highly experienced in remote working</p> <p>Market analysis experience in multiple sectors</p> <p>Provision of market analysis reports (must be evidenced)</p>
<p>Behavioural Characteristics</p>	<p>Excellent written and verbal communication skills.</p> <p>Able to communicate complex and conceptual ideas to a range of groups.</p> <p>Able to identify potential sources of funding.</p> <p>Able to participate in and develop external networks.</p> <p>Be able to demonstrate independent and self-managing working styles</p> <p>Have knowledge of marketing and ability to use a range of techniques within analysis.</p> <p>An understanding of the importance of equality and diversity within an organisation and a commitment to helping create an inclusive culture.</p> <p>Ability to work as a part of a remote team</p>	<p>Demonstrable strong understanding of EDI</p> <p>Rapidly understand complex challenges and organise solutions</p>

Informal Enquiries

Before submitting an application, you may wish to discuss the post further by contacting Lisa Hartill, Senior Psychologist by email: lisa.hartill@uxcgroup.com

Please note Lisa will be unavailable on Fridays.

Terms & Conditions

Our Terms and Conditions of Employment can be viewed [here](#)

Further Information

Please see our website for further information on working at [UXClinician Ltd.](#)