

Job Description

JOB TITLE	Graduate Marketing Support (Full Time, 40 hours per week)
LOCATION	Home based including regular time away from home including IPRS Group's Main HQ Hubs (Ipswich, Croydon and Gatwick) & significant UK-wide travel as part of the role development. Note the person must live within daily commutable distance of Ipswich, Gatwick or Croydon.
REPORTS TO	Group CEO
DIRECT REPORTS	None

MAIN PURPOSE OF THE JOB: (JOB SUMMARY)

Supporting the planning and implementation of both offline and digital marketing and supporting business development strategy and activity for the IPRS Group, including; working as part of the team in the development of marketing strategy, email campaigns, printed literature, social media management and execution, content generation, PR, representation of IPRS Group at key events, reporting on activity and progression.

KEY TASKS AND RESPONSIBILITIES: (JOB CONTENT)

Service Delivery Responsibilities

- To develop PR and marketing strategies to develop the IPRS Group and its individual businesses as well as strengthen the brand/s as a whole in their specialist sectors
- To contribute to discussions and decision-making processes that relate to the organisation's strategic plans and their realisation.
- To liaise closely with other IPRS Group divisions (Clinical, Operations and Administration team) on issues relating to service delivery and how this could impact on reputation and develop contingency/emergency comms action plan.
- To review, analyse and report on management information relating to performance of the business.
- Maintain up-to-date client and sector list with targeting marketing campaigns to develop the IPRS Brand and business into its chosen sector.

Business Development Responsibilities

- Building personal relationships with key stakeholders including clients and suppliers.
- Collaborating with senior management on client account management and growth.
- To take ownership of the management of the marketing functions of the business.
- To be instrumental in devising and implementing the strategy for meeting sales performance targets and group targets.
- To provide market feedback regarding competitive offerings, prospect needs and generate product development ideas.
- To maintain customer relationships and ensure customer loyalty through excellent customer service as well as meeting all client needs appropriate to their business (KPI, SLA, MI reporting etc.).
- To oversee the development of marketing literature and communicating developments to existing and prospective clients.

Mandatory IPRS Group Responsibilities

- To comply with the Corporate Data Protection Policy which covers all aspects of IPRS's business in both electronic data and manual filing systems.
- Employees must be aware of the responsibilities placed on them under the Health and Safety at Work Act (1974) and ensure that agreed safety procedures are carried out to maintain a safe environment for employees, patients and visitors.

PERSON SPECIFICATION

(E) Essential (D) Desirable

Education and Qualifications:

- 1st, 2:1 or 2:2 Degree in relevant subject including English, Business or Marketing (E)
- A Levels in English, Business or equivalent (E)
- Advanced Word and Microsoft Systems (E)
- Competent and proven experience at online forms and portals (E)

Experience & Knowledge:

- Excellent writing skills with strong focus on attention to detail, proven track record of successfully delivering multiple projects on time (E)
- Experience of working on marketing projects (E)
- Experience in using online software and portals (E)
- Excellent negotiation skills, proven track record of successfully undertaking presentations (E)
- Experience of leading, managing, supporting and motivating teams (D)

Skills & Abilities:

- Ability to manage workloads whilst working remotely
- Ability to communicate effectively
- Confident in client presentation, either face to face or in writing
- Ability to time manage in order to meet agreed deadlines in a demanding environment
- Ability to collate and produce statistics (i.e. Management Information) with a good attention to detail
- Confident with the ability to operate in a changing environment
- Ability to work under minimum supervision and in a professional manner

DBS Disclosure Required

Yes (Standard)

ORGANISATION CHART

***To be confirmed.**

Date: February 2017