

2023

Candidate Information Pack Digital Content Executive



About LaingBuisson

LaingBuisson is the foremost name in health and social care business intelligence and we have established our reputation for insightful, objective and independent advice over 30 years. We are widely viewed as the go-to provider of market intelligence on health and social care not only by providers working in the sector, but also by advisors and suppliers.

We are also the chosen provider of data on the independent healthcare sector to the Office for National Statistics (ONS), which we are rightly proud of, underlining as it does the quality, integrity and importance of what we do. This data is also used by international bodies such as the WHO and the OECD.

Our reports, consultancy work and data are all highly-respected in the sector and play a key role in shaping business decisions and in influencing government policy. Our work is regularly cited in the press and recent appearances include *The Telegraph*, *The Times*, *The Guardian*, *The Financial Times* and Radio 4.

We publish four market-leading journals covering UK and international healthcare, social care, and medical travel and health tourism, drawing upon unique data and high-quality journalism to deliver in-depth analysis of the sector's stories, alongside contributions from key industry associations and sector experts.

We also hold a series of high quality, well-attended conferences and events aimed at senior executives from health and social care providers, advisors, investors and suppliers to the sectors. These are supplemented by a successful series of webinars. In addition, we have two annual awards ceremonies.

We have a well-established online media portfolio including leading consumer websites such as [GoPrivate.com](https://www.go-private.com), [HarleyStreet.com](https://www.harleystreet.com), and [Doctor Internet](https://www.doctorinternet.com). We also operate B2B websites, including [Laingbuisson News](https://www.laingbuisson.com/news), [Laingbuisson.com](https://www.laingbuisson.com) and [LaingBuisson Events](https://www.laingbuisson.com/events)

LaingBuisson's mission and values

LaingBuisson's mission is to help organisations make informed and insightful decisions in the UK and international healthcare and social care markets by providing the best independent market intelligence and data.

We ask all of our team to adhere to our values of Integrity, Teamwork and Service. Our purpose is to provide high quality, insightful business intelligence to our clients and fulfilling work for our people. We are in business to be profitable, but it is the way we do business that defines us.

We explain our values as follows.

Integrity

- We have a reputation for integrity, impartiality and independence. Our objectivity, transparency and experience are central to our success story.
- We have a thirty-year track record serving the healthcare and social care sectors with the highest quality business intelligence and data.
- We are trusted and respected for the work we do, and this means that providers, advisors, commissioners and investors look to LaingBuisson's work when they need to make key decisions.
- We are the chosen provider of data on the independent healthcare sector to the UK's Office for National Statistics.

Teamwork

- We value and trust our colleagues and believe a strong and motivated team fosters the best service to our customers.
- We promote diversity and respect the views of others and foster an environment where people trust and feel safe putting forward their opinions.
- We seek commitment and good performance, and recognising people spend a great deal of time at work, aim to inject a sense of fun alongside the serious business of getting a good job done well.
- We value collaboration both internally and with our partners and all undertake to facilitate this through good communication.

Service

- We seek first and foremost to please our customers. We keep our promises and act honestly.
- We listen to our customers and, where appropriate, offer appropriate challenge to ensure we provide them with the products and services that they really need.
- We commit to giving our customers superlative service, whether this means the timely delivery of products, returning a call or email promptly, or ensuring they are kept up to date on the progress of projects.
- We have an entrepreneurial spirit - we are proactive in seeking opportunities and creative in providing solutions.

Our work

LaingBuisson's work focuses on providing market intelligence to the health and social care sectors. Our portfolio of products includes:

Market Reports

Dentistry
 Health Cover
 Diagnostics
 Healthcare Workforce & Recruitment
 Investing in Healthcare and Real Estate
 Private Healthcare: Self-Pay
 Mental Health Hospitals
 Digital Health
 Private Acute Healthcare
 Adult Specialist Care
 Care Homes for Older People
 Care Home Construction
 Retirement Housing
 UK Healthcare Market Review
 Childcare
 Children's Services
 Dementia Care
 Homecare and Supported Living
 Housing with Care
 UK Retirement Communities
 International and Expatriate Health Cover
 Population Health Management
 Private Acute Healthcare French Market Report

Journals

Healthcare Markets
 Care Markets
 Healthcare Markets *international*
 International Medical Travel Journal (IMTJ)

Conferences and networking

Social Care Conference
 Private Healthcare Summit
 Private Acute Healthcare Conference
 Retirement Housing Conference
 Innovation in Care Conference
 Investing in Healthcare and Real Estate Conference
 Specialist Care Conference
 Health Cover Conference

Awards

LaingBuisson Awards

Data Solutions

LaingBuisson Vision
 CareSearch
 CareMonitor
 CareDirectory

Patient Acquisition

GoPrivate – www.goprivate.com
 Treatment Abroad – www.treatmentabroad.com
 Fertility Treatment Abroad – www.fertility.treatmentabroad.com
 Doctor Internet – www.doctorinternet.ae
 Harley Street – www.harleystreet.com

The benefits of working at LaingBuisson

Informing markets and policy that affect our everyday lives

LaingBuisson is a small company, comprising around 30 members of staff. However, we work with a vast array of partners and independent consultants, all of whom we count as part of the LaingBuisson 'family', to achieve our objectives. While your work as a digital content executive will be focused to a particular range of products, you will be sitting with an experienced and knowledgeable team who between them work on all the different aspects of LaingBuisson's product portfolio.

We are located in offices in London, Berkhamsted, Worcester and Blackpool. Our Account Management team is based in London, alongside our Research and Editorial teams. Our Marketing, Digital and Event teams are based in Berkhamsted, Finance and HR are in Worcester, and Blackpool is home to our Data team. You may also be asked to travel between other offices occasionally, not only for your work but also so you get to know your colleagues in person.

Professional development

We know that one of the things that our employees look for is to develop their own careers. On joining LaingBuisson, you will be given on-the-job training to enable you to do your job. We will also discuss with you any skills gaps you may have (e.g. training on a particular computer program) and, as appropriate, arrange training. Your professional development is in your own hands. We are happy to support ongoing training for our people and do so through a combination of training courses which we organise for teams and courses identified for individuals. If you find a course which you consider will help you in your role, please speak to your manager and HR.

Other opportunities lie in the wider business. Learning about 'a day in the life of...' another colleague is actively encouraged. As opportunities arise, as appropriate, we like to consider our current team first, whether that is for promotion or a sideways move into a different specialism.

Flexible working

LaingBuisson has a flexible working policy. While our normal office hours are 9am-5:30pm in all of our offices, our employees are welcome to work flexible hours subject to the needs of their team and the agreement of their manager.

Following the pandemic, we have adopted a hybrid working policy and colleagues will work some days at home and some days at the office. We would discuss your preferred working pattern with you when you join.

In this role, you should expect to spend most of your time in the office. We in turn will offer you flexibility to maintain an appropriate work-life balance.

Salary

We offer a competitive salary which is reviewed annually. The starting salary for this role is £22,000 per annum.

Bonus

LaingBuisson operates a discretionary bonus scheme for all employees who have been employed for the full calendar year in question. It is based on your performance and the profitability of your department. This means that if the company and department does well and you meet your performance targets you may be eligible for a payment when our Executive Committee considers the bonus pool.

Holidays

Full time staff have 23 days leave per year plus paid holiday on the usual bank and public holidays as recognised in England (i.e. New Year's Day, Good Friday, Easter Monday, May Day, Spring Bank Holiday, Late Summer Bank Holiday, Christmas Day and Boxing Day). Your holiday entitlement will rise to 24 days after two years' continuous service and 25 days after five years' continuous service. Staff who have completed 10 years' continuous service will be entitled to 27 days leave.

Pension

LaingBuisson offer an autoenrolment pension which you will be eligible for once you have completed 3 months' service. The current contribution rates are 5% (employee) and 4% (employer).

Other benefits

The other benefits offered by LaingBuisson include:

- Life Insurance (4 x salary)
- Health Cash Plan
- Season ticket loan
- Cycle to work loan
- Tech loan scheme
- 'Love Electric' electric car scheme
- Employee assistance programme

The job of Digital Content Executive

The Digital Content Executive will support the Digital team in planning, writing and coordinating best in class content that maximises sales, conversion and digital participation. You will be responsible for the delivery of email, social media and community campaigns, which will require preparing written copy and media creative (graphics, Adobe InDesign documents, videos, podcasts and more). You will also be responsible for the updating and optimisation of LaingBuisson's websites. The role requires a diverse but complementary skillset.

This may be your first professional role in digital content production and marketing – you may be a new graduate with a relevant degree (e.g., English, journalism, marketing and communications) and work placements – or you may have already gained some relevant experience in or outside of a commercial setting. You will possess excellent attention to detail, an interest in B2C and B2B marketing, as well as an ability to multi-task effectively and proactively in a deadline driven environment. You will also have excellent communication skills and the ability to work confidently with internal teams and external clients.

In return, working with our experienced and knowledgeable team, we can promise to build your skills by giving you the opportunity to be involved in all areas of online content editing and the planning process for campaigns spanning a wide range of verticals and methodologies. Formal training will also be provided as required.

Key responsibilities:

- To create written and visual content that supports our marketing and content strategy. This includes copywriting, graphic design and video editing.
- To ensure content is engaging and informative and supports customers on their browse/search/buy journey.
- To use analytics to assess the effectiveness of content and to make data-driven recommendations to improve the content.
- To support social media channels and community platform with content and schedule social media from existing content.
- To create and maintain web pages using our content management systems (WordPress and bespoke), including SEO. Programming skills are not required.
- To use WooCommerce to manage product purchases and subscriptions.
- To be responsible for the day-to-day production and delivery of digital marketing campaigns to our existing customer and prospect database using KEAP.
- To manage client/prospect contact data adhering to the company's data protection policy/GDPR.
- To provide weekly email campaign analytics.
- To contact clients about updates to their pages and database records.
- To liaise with clients on the supply of content for their listings.
- To research competitor websites.
- To support our digital team with data refinement and analysis.
- To optimise web content for user experience.

Personal skills and attributes

- High level of computer literacy – you will be a very competent user of Microsoft Word, Excel,

PowerPoint and Publisher. Experience with Adobe Creative Suite programmes (Photoshop, InDesign, Premiere Pro) is desirable, but not essential.

- High level of web literacy – including a basic knowledge of search engine optimisation (SEO), a working knowledge of UX design, content management systems and Google Services.
- Excellent writing skills – you will have an excellent level of written English and be able to write and edit content in your own right.
- Marketing communications – you will be confident in planning and creating engaging newsletters and other email marketing broadcasts from various products and services.
- Skilled in visual content creation – experience in digital design and content creation, which includes, but is not restricted to, graphic design, video production and editing.
- Social Media – you will have a working knowledge of a variety of social media platforms and an interest in understanding the driving factors of engagement in social media posts.
- Digital content delivery – you will have an active interest in how digital content is delivered.
- You will ideally have a keen interest in emerging technologies.

What's expected of you?

A job description is all very well, but what will you be doing on a day-to-day basis? As a Digital Content Executive, you will be doing the following:

- Creating original and engaging content which takes clients through the browse/search/buy journey on our websites, so that they get good value for their subscriptions. You will also create and adapt content to support our community platform, social media channels and optimise web content for user experience.
- Assist with the newsletters and other email marketing broadcasts for LaingBuisson products and services.
- Working with data – web analytics to enable us to make data driven decisions about improving web content; and maintaining our online databases.
- Maintaining our web pages using our content management systems and selecting appropriate images to complement your content.
- Gaining an understanding of the driving factors of engagement in community-based and social media posts, and how individual posts form part of a wider strategic campaign.

Your work will be overseen by Lee Cavendish, Digital Communities Manager. Other key relationships include:

- Our digital communications team
- Our sales team
- Our journal editors
- Our consultants and authors

While we will provide you with the support you require to succeed and you will need to work collaboratively, you will also have a high degree of autonomy and independence and you will be encouraged to take responsibility for your own workload. Our ideal candidates will have the skills, experience and drive to progress and advance their careers within LaingBuisson.

How to Apply

To apply, please send your CV and a covering letter to jobs@laingbuisson.com quoting DCE0323 in the subject line.

This is where you make your case for the job. Please read the job specification carefully and make sure you tell us how you fit the person specification and what you could bring to LaingBuisson and this role. Please aim to provide examples of your creative skills, either within your CV or to online examples.

If your application is taken forwards, you may be asked to provide further information, to complete a work- related assessment and be invited to an interview.

Applications will be reviewed on a rolling basis. Before applying, please note the following:

- LaingBuisson is committed to promoting equality and diversity in all our work. We welcome applications from all suitably qualified people regardless of their race, sex, disability, gender reassignment, marriage/civil partnership, pregnancy/maternity, religion or belief.
- This role is offered on a full-time (35 hours/week) basis but we will consider applications to work on a part-time or job share basis.