

2021

Candidate Information Pack Digital Marketing Executive



LaingBuisson
EVENTS

**What's next for UK
healthcare?**
*Private Acute Healthcare
Conference, 8 October*

REGISTER NOW



LaingBuisson
Healthcare Intelligence

Thursday 27th February | 5:30 pm - 8:00 pm

**Care Homes for Older People
Seminar 2020**

Register your interest



LaingBuisson
EVENTS

Social Care & Retirement Living Conference 2020
Tuesday 13 October | 9:00 am - 6:00 pm, Online

REGISTER

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.

We are the owner of market leading consumer portals in the independent healthcare sector, including www.privatehealth.co.uk, www.treatmentabroad.com, www.doctorinternet.ae and www.harleystreet.com. We also have our B2B websites, in particular www.laingbuissonnews.com, www.laingbuissonevents.com and www.laingbuisson.com.

Our values

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

As Digital Marketing Executive, you will support the Digital Communications team in planning, creating and coordinating best in class digital assets for use on our websites, social media and in our marketing materials. You will be responsible for creating graphics, image production and writing marketing copy under the direction of our Commercial Director.

Examples of the kind of digital assets we produce can be seen on the front cover of this pack. Further examples of the digital marketing work we undertake in house can be seen on our websites, including www.laingbuisson.com, www.laingbuissonnews.com, www.privatehealth.co.uk, www.treatmentabroad.com and www.laingbuisson.com.

You will ensure that our online and offline marketing is engaging and informative and creates a positive user experience. In addition, you will work alongside our Digital Experience & Marketing Manager, creating appropriate content for our social media channels.

Our wider portfolio of products includes:

Market Reports

- Cosmetic Surgery
- Dentistry
- Health Cover
- In Vitro Fertilisation
- Mental Health Hospitals
- Digital Health
- Private Acute Healthcare
- Adult Specialist Care
- Care Homes for Older People
- Childcare
- Children's Services
- Dementia Care
- Homecare and Supported Living
- Housing with Care
- Medical Travel and Tourism
- International and Expatriate Health Cover

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
- UK Healthcare Market Review Launch
- Housing with Care Conference
- Investing in Healthcare Conference
- Healthcare Real Estate Conference
- Fertility Forum
- IMTJ Medical Travel Summit

Awards

- LaingBuisson Awards
- IMTJ Medical Travel Awards

Data Solutions

- CareSearch
- CareMonitor

Guides

- The Patients' Guide to Treatment Abroad
- GoPrivate Guide

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. You will be very much involved in all aspects of digital marketing and the close-knit nature of our team means you will have opportunities also to work with people in other teams.

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

“Good design is the essence of good marketing and this role will enable you to use your creative skills and understand how these apply in a corporate environment. Since we are a small company, you will get the opportunity to work with all areas of our business and hone your skills.”

Sarah Ward, Commercial Director

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. As a Digital Marketing Executive, in ordinary circumstances we would expect you to spend most of your time at the office so that you can interact with and learn from colleagues. However, during the pandemic, we are mostly working from home and would not expect you to attend an office unless you are comfortable doing so.

Salary

We offer a competitive salary which is reviewed annually.

The starting salary for this role is £22,000.

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. The current contribution rates are 5% (employee) and 4% (employer).

Other benefits

The other benefits offered by LaingBuisson include:

- Life Insurance (4 x salary)
- Season ticket loan
- Cycle to work loan
- Tech loan scheme
- Employee assistance programme

The job of Digital Marketing Executive

The Digital Marketing Executive will support the Digital Communications team in planning, creating and co-ordinating best in class digital assets for use on our websites, social media and in our marketing materials. You will be responsible for creating graphics, image production and writing marketing copy under the direction of the Commercial Director. The role requires a diverse but complementary skillset, though please note, this is first and foremost a marketing role, not a graphic design role.

This may be your first role in digital marketing– you may be a new graduate with a relevant degree (e.g., marketing and communications) and work placements – or you may have already gained some experience in a commercial setting. You will possess excellent attention to detail and a good eye for design and will thrive in a deadline driven environment. You will have a keen understanding of how a good image can support written copy. You will also have excellent communication skills and the ability to work confidently with internal teams and 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 digital marketing. Formal training will also be provided as required.

Key responsibilities include:

- To develop graphics for use in our marketing collateral, social media and websites.
- To write marketing copy that 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 create and maintain web pages using our content management systems (WordPress and bespoke). Programming skills are not required.
- To use InDesign for the development of marketing brochures and other collateral.
- To be responsible for the day-to-day production and delivery of digital marketing campaigns to our existing customer and prospect database using InfusionSoft.
- To manage client/prospect contact data adhering to the company's data protection policy/GDPR
- To use an image program to crop and resize images and upload them to the websites.
- To research competitor websites.
- To support social media channels with content and provide graphics and written content as required.
- 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.
- Marketing – you will understand basic product marketing principles.
- Design – you will be able to create digital graphics and will have a good design eye.

- Digital content delivery – you will have an active interest in how digital content is delivered.
- Excellent writing skills – you will have a good level of written English and be able to write and edit content in your own right.
- Social Media – you will have a working knowledge of a variety of social media platforms.
- *Desirable:* High level of web literacy – including a basic knowledge of search engine optimisation (SEO), a working knowledge of UX design and also of Google Services.

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 Marketing Executive, you will be doing the following:

- Creating original and engaging content digital assets which engage the viewer to increase the time they spend looking at our online and offline marketing, and the likelihood that they will buy from us.
- Using your design and copy writing skills to put together attractive brochures in support of our events and also our wider marketing.
- Maintaining our web pages using our content management systems and selecting appropriate images or creating original designs to complement the content.
- Gaining an understanding of the driving factors of engagement in social media posts, and how individual posts form part of a wider strategic campaign.

Your work will be overseen by Sarah Ward, Commercial Director. Other key relationships include:

- Our Production Manager, Ben Reed
- Our Digital Communications Manager, Jon Butler
- Our Digital Experience & Marketing Manager, Mark Hinge
- Our sales and marketing team who sell our products
- Our journal editors, based in London
- Our event team, based in Berkhamsted

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 DME0421 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.

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 basis.