

2022

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 [Private Healthcare UK](#), [GoPrivate.com](#), [HarleyStreet.com](#), and [Doctor Internet](#). We also operate B2B websites, including [Laingbuisson News](#), [Laingbuisson.com](#) and [LaingBuisson 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
 Medical Travel and Tourism
 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

Awards

LaingBuisson Awards
 IMTJ Medical Travel Awards

Data Solutions

LaingBuisson Vision
 CareSearch
 CareMonitor
 CareDirectory

Patient Acquisition

GoPrivate – www.goprivate.com
 Private Healthcare UK – www.privatehealth.co.uk
 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. In particular, we work closely with our sister company [Public Policy Projects](#). While your work as a sales 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

As a Digital Content Executive, you will support our Digital Communications team in planning, producing and coordinating best in class content that maximises sales, conversion and participation. You will interpret the objectives of a brief, write copy, prepare media assets to use alongside written content, deliver email and social media campaigns and update and optimise the company's websites. You will be under the direction of our Commercial Director and work closely with other members of the digital communications team.

Key responsibilities:

- To produce written and visual content that supports the promotion plan and the content strategy.
- 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 create and maintain web pages using our content management systems (WordPress and bespoke), optimise content for user experience. Programming skills are not required.
- To develop graphic and video content using Adobe Creative Cloud, Canva and similar programs
- 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 InfusionSoft.
- To manage client / prospect contact data adhering to the company's data protection policy / GDPR.
- To provide weekly email campaign analytics.
- To research competitor websites.
- To support social media channels with content and schedule social media from existing content.

Personal skills and attributes

- High level of computer literacy – you will be a very competent user of Microsoft Word, Excel, PowerPoint and Publisher.
- 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.
- Excellent writing skills – you will have a good level of written English and will learn to write and edit content in your own right.
- Skilled in visual content creation – experience in graphic production, and ideally also some video production and editing
- Social Media – you will have a working knowledge of a variety of social media platforms in a business context.

- Digital content delivery – you will have an active interest in how digital content is delivered.
- Marketing – you will understand basic product marketing principles.

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 adapt content to support our social media channels and optimise web content for user experience.
- 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 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 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 DCE0722 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.