

Digital & Social Media Marketing Assistant

Reporting to: Head of Marketing	Direct Reports: None
Department: Marketing	Location: Watford – office-based role

Company Information

Established in 2000, Clinisupplies is a UK based medical devices company specialising in the manufacturing and marketing of products for the primary and secondary healthcare sectors.

Mission

To enhance quality of life and provide peace of mind

Vision

Access to precision medtech for every patient, globally

Values

- Agile
- Inquisitive
- Collaborative

What do we stand for?

Same on outcomes. Better on price

At Clinisupplies, we make a difference in healthcare. That means understanding our customers' needs and delivering on their biggest priorities. We recognise that the NHS needs to offer quality of care and save money – that's why Clinisupplies offers products that are designed to deliver value to customers. With a strong focus on Urology, Wound & Skin care, and Wound Closure, our products and services are developed to assist clinicians and patients, with practical solutions that provide high quality outcomes at an exceptional price.

Role summary

This is an exciting new role within Clinisupplies. As Digital & Social Media Marketing Assistant, you will be a key member of the Marketing team, contributing to the overall social media strategy, our digital platforms and internal communications channels. Working with the Head of Marketing to create and execute campaigns to increase sales of Clinisupplies products and services. These campaigns will be delivered through our sales team, social media and digital channels. Please note this role is based in our Watford office so candidates must be willing to attend the office on a regular basis.

Role responsibilities

The following provides an indication of the key responsibilities involved in this role but is not intended to be an exhaustive list of all the duties that you may be required to do.

A summary of key areas of responsibility is as follows:

- Managing the day to day activity of our social media sites, such as Facebook, Instagram and Twitter, creating graphics and engaging content for all platforms
- Contributing new ideas for social media, building our brand in innovative ways
- Ensuring our external websites have up to date content and are optimised for our customers
- Creating engaging content and campaigns which are both sales driving and brand building
- Managing, and improving, our internal communication platform
- Gathering data and generating reports to carry out performance analysis; identifying opportunities for improvements and recommending solutions that inspire customer growth, loyalty, retention and referrals
- Ensuring all content and media is on-brand, consistent in terms of style, quality and tone of voice
- Assisting in all aspects of marketing campaigns, from basic office administration to supporting and developing marketing ideas
- Creating design briefs for material development
- Creating marketing materials in line within brand guidelines
- Managing a variety of marketing projects (supported by the Head of Marketing)
- Planning and delivering events as required, on time and within budget
- Working with external partners to promote Clinisupplies e.g. Charities and business partnerships

Skills and experience required

You'll have:

- Previous experience of working in Marketing and a demonstrable social media presence
- Educated to degree level, ideally with a degree in a related discipline
- Previous in-design experience would be beneficial
- Excellent knowledge of Microsoft Office and other design packages

You'll be:

- Enthusiastic, results driven and committed to working to high standards
- A great communicator with excellent interpersonal skills
- High degree of numeracy and literacy
- Demonstrate a high level of performance in social media and have a passion for all things digital
- Commercially aware
- Have the ability to take a flexible approach to work
- Highly organised with the ability to manage multiple tasks
- Ability to work under pressure and to tight deadlines
- Exceptional attention to detail and follow-through on all tasks and admin duties
- Good numerical and analytical skills

Candidates must be eligible to live and work in the UK. This role is based in our Watford office so candidates must be willing to attend the office on a regular basis.

Clinisupplies is dedicated to the continuous development of our employees and offer excellent career prospects for the strong candidate. We offer an attractive benefits package including a competitive salary, 26 days holiday pro-rata (increasing with service) plus bank holidays, contributory pension scheme, profit related pay, private healthcare, EAP, and other varied employee benefits.

Clinisupplies Limited is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

No agencies please.