

## INFORMATION FOR APPLICANTS FOR THE POST OF MARKETING COMMUNICATIONS AND BUSINESS DEVELOPMENT OFFICER

Thank you for your interest in the post of **Marketing Communication and Business Development Officer**.

This information pack is designed to give you an insight into us and our work, plus details of the job and the people you'll be working with.

### Our Organisation

Practice Solutions supports the health and social care sector workforce to confidently lead, manage and deliver sustainable services to ensure the well-being of people in communities they support.

Our consultancy, workforce development, creative and digital media services provide flexible, innovative, out-of-the-box solutions and make it easy to implement, manage and deliver meaningful and sustainable change.

Our current portfolio of work brings us into contact with Service Users, Third Sector organisations, Housing Associations, Local Health Boards, Welsh Government and a number of local authorities in Wales.

### Our Vision

Our long-term vision is a health and social care sector that delivers sustainable change and empower individuals.

### Our Values

For every project, we develop bespoke solutions that deliver meaningful change and positive outcomes. No matter how big or small the organisation is or what the specific needs are, from start to finish we handle every project with:

- Integrity
- Excellence
- Commitment
- Reliability

Building and maintaining relationships and trust are the backbone of what we do so our involvement doesn't stop when a project is completed.

### Candidate Application Information

Please refer to the job description and the skills and experience to assess whether you feel you meet the necessary criteria for the role.

Please send a **CV and covering letter** [demonstrating how your skills and experience apply to the skills desired] to Katie Lineham – [katie@practicesolutions-ltd.co.uk](mailto:katie@practicesolutions-ltd.co.uk) by **12.30 pm on Thursday 7<sup>th</sup> March 2019**.

***Any applications arriving after this deadline will not be considered for shortlisting unless there are exceptional reasons.***

## Interview Dates

The interviews for this post will be on **Thursday 14<sup>th</sup> and Friday 15<sup>th</sup> March 2019** – please state in your letter whether you are available on these dates.

## Candidates with disabilities

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

## The Team

Practice Solutions currently employs 12 employees and approximately 25 Associates.

The successful post holder will work alongside 4 other team members who support the 3 workstreams - Strategic Support, Workforce Development, Digital Media and Creative Services. The team is led by the Business and People Manager.

## The Job Description

Practice Solutions are looking for an enthusiastic and passionate Marketing Communications & Business Development Officer to join us on a part time basis [30 hours] to help create and promote new business opportunities in line with the Business Strategy by using a variety of communication methods to promote our services, our products and our Associates.

## Objective:

The purpose of the Marketing Communications and Business Development Officer is to help create and promote new business opportunities in line with the Business Strategy by using a variety of communication methods to promote our services, our products as well as our Associates pool who will be delivering the projects.

## Accountabilities:

### Marketing Communications & Engagement

- Develop and deliver our marketing communications and engagement strategy for Practice Solutions to build our brand and deliver on the objectives of our business strategy.
- Continuously engage and communicate with a wide range of audiences internally and externally – building brand awareness to create new opportunities and maintaining relationships with key stakeholders.
- Develop and commission quality content for our website, newsletter, BLOGs, twitter and other communication channels and to regularly monitor engagement by using the appropriate analytical tools.
- Prepare, plan and manage the publication of all marketing material and attend any networking / conferences to maximise the promotion of new and existing products.

- Promote the work of Practice Solutions and its Associates by using various social media and online platforms
- Provide marketing communications and engagement support to external projects as and when required.

### **Business Development**

- Horizon scan the external market to identify future business opportunities.
- Project manage the development of PSL “products” and consider how to “market” these products with new and existing customers.
- Work closely with the Project Support Co-ordinator and the Finance Officer to ensure regular updates are provided regarding new business.
- Carry out the evaluation process for completed projects to identify any future business opportunities.

### **The ideal Candidate:**

#### **Essential :-**

- Proved track record as a strategic “marketing communications” professional
- Experience of designing and developing engaging, targeted content and messages suitable for use across a range of channels.
- Experience of brand development / managing social media channels and various communication tools
- Experienced with using Google Analytics and web Content Management Systems
- Excellent interpersonal and networking skills - supportive of colleagues and commitment to team working as well as building relationships with key stakeholders
- Good written and oral communication skills and the ability to write clearly, concisely and accurately
- Good project management skills with the ability to drive forward the “products” to meet specific deadlines
- Ability to work flexibly in a fast-paced environment with changing priorities
- Computer literate and administratively self-sufficient

#### **Desirable :-**

- Ideally an understanding of the social care agenda and government policy
- Welsh speaker would be desirable

## Benefits Package

<b>Salary</b>	£29,250 full time salary – part time salary = £23,400
<b>Hours of Work</b>	30 hours per week
<b>Contract</b>	Permanent
<b>Location</b>	Ty Antur, Navigation Park, Abercynnon
<b>Reports to</b>	Business and People Manager
<b>Probationary Period</b>	The first six months of employment will be a probationary period
<b>Holiday Entitlement</b>	23 days' annual leave plus 8 days' bank holidays. Pro-rata entitlement for part time working. 3 privilege days are given during Christmas and New Year as the offices are closed. An additional 1-day privilege day is given for employee's birthday each year
<b>Sickness Entitlement</b>	Company sick pay for a period of 4 weeks in any 12-month rolling period. Statutory sick pay for the first 6 months of employment.
<b>Pension</b>	Practice Solutions' pension scheme is in line with the Government's Auto enrolment scheme. From April 2019, Practice Solutions will contribute 3% and the Employee is required to contribute 5%.
<b>Flexible Working Policies</b>	We promote a variety of flexible working policies at Line Management discretion and business need.
<b>Performance Development</b>	We are committed to developing our staff and therefore, all new employees will have an induction programme developed to help the post holder become familiar with the role and the organisation.  Once staff have passed their probationary period, then they will continue to be supported and developed through regular 1:1s and performance reviews.  Staff will be encouraged to realise their full potential in their role and to continue their personal and professional development.
<b>Health and Wellbeing</b>	Practice Solutions provide a healthy working environment and promote healthy working practices.
<b>Car Parking</b>	Free car parking facilities are available directly outside of the office.