

Job Description

Job Title: Marketing Communications & Business Development Officer
Reports to: Business & People Manager
Dated: February 2019

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 communication 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.

General

- Work collaboratively, flexibly and in a planned way with all colleagues within Practice Solutions.
- To promote and represent Practice Solutions in a professional and positive manner at all times.
- Adhere to the key policies within Practice Solutions.

This is not an exhaustive list and may be varied from time to time by your Line Manager