



# Patient Information Forum

*For everyone involved in health information and support*

[www.pifonline.org.uk](http://www.pifonline.org.uk)

## ROLE DESCRIPTION AND PERSON SPECIFICATION

<b>Job Title</b>	Marketing and Communications Officer
<b>Duration of role</b>	6 months fixed term contract initially, with potential for extension
<b>Hours</b>	21 hours per week (3 days)
<b>Salary</b>	£15K pro rata (£25K full time equivalent)  Reasonable expenses for travel, and where necessary accommodation, for attendance at PIF meetings and events will be reimbursed upon completion of an expenses claim spreadsheet and appropriate receipts.
<b>Location</b>	Home-based with regular meetings/events, usually in London. PIF is a 'virtual' organisation, in that there is currently no central office. Therefore, staff work from home or 'on the road'.
<b>Resources</b>	PIF will provide a computer and software which must be returned when you leave the post. Training on the use of the PIF website content management system will be provided.
<b>Annual leave</b>	Your holiday entitlement is 8.4 days over the six-month period of this contract, inclusive of bank holidays.
<b>Probation period</b>	There will be an initial probation period of two months. Subject to satisfactory performance (the achievement of a high standard of work when undertaking the tasks and objectives set out in the role description) the contract will be extended to the full six months. There will be performance review opportunities throughout the contract.
<b>Reports to</b>	Head of Operations

## About Us

The Patient Information Forum (PIF) ([www.pifonline.org.uk](http://www.pifonline.org.uk)) is the UK membership organisation and network for people working in, and involved with, healthcare information and support.

We are an independent, not-for-profit organisation and we are committed to improving the healthcare experience of patients and the public. We do this by supporting individuals and organisations to provide high-quality, clearly communicated, evidence-based healthcare information, which is accessible and developed with its users.

High-quality information and support are fundamental components of person-centred care. It is vital for empowering people to understand and make informed choices about their well-being, health and care.

PIF provides a range of services for its 620+ members and the wider health information community. These include a website, weekly email newsletter, events, ask the membership query service and online discussion groups. We also undertake special projects in line with our strategic objectives.

## Purpose of the role

To drive sales and marketing initiatives and deliver growth within our membership and for our range of products and services.

## Duties for this role

### 1. To increase membership numbers through brand awareness

- Develop a Communications and Marketing Strategy for PIF and identify creative ways to engage with target audiences and contribute to effective communication with all key stakeholders.
- Promote brand awareness through marketing initiatives and campaigns to enable new members to join PIF and former members to re-join to increase the membership base.
- Create relationships with key media stakeholders and journalists.
- Build relationships with medical associations and patient support groups.
- Write press releases as required for key projects.
- Work comfortably with data and Key Performance Indicators (KPIs) to analyse the effectiveness of messaging, generating monthly reports on reach and impact.

**2. To actively promote PIF's services including job advert and Sounding Board services**

- Undertake creative marketing and promotion activities to increase the use of PIF services and measure impact by increased use of services such as the job advert and Sounding Board services.

**3. To produce a weekly e-newsletter (PIF Aware) and event blogs**

- Collate and write engaging content for the weekly e-newsletter to PIF members. This will involve reviewing external newsletters for relevant news stories, promoting PIF activities, obtaining blogs and news articles from PIF members and the inclusion of job adverts.
- Write blogs following each PIF event to highlight key presentations, speakers and quotes.

**4. To manage PIF's social media content and contributions on Twitter and LinkedIn**

- Proactively take forward PIF's social media presence on Twitter and LinkedIn. Highlight PIF services and activities, PIF Aware news stories, events and job adverts on PIF's social media platforms, and retweet and respond to messages as appropriate.
- Measure the effectiveness of PIF's digital communications.

**5. To maintain and enhance the PIF website**

- Maintain the PIF website, including adding resources, reviewing and updating content, commissioning new content and articles, checking and updating links.
- Gather detailed feedback about the website from users to ensure a constant cycle of improvement and develop new ideas/formats for resources.

**6. To assist with the organisation of PIF events and training workshops**

- Organise and attend PIF [events](#) to assist with their smooth running, and carry out related administration and communications activities.

**7. To manage the PIF Query service**

- Develop and enhance the PIF 'Ask the Membership' query service.

**8. To manage PIF's topic-based discussion groups on the PIF website**

- Review current discussion groups on the PIF website, start new groups where appropriate, add content to existing groups, monitor discussion, highlight and encourage discussion within the groups and via appropriate PIF communications.

**9. To carry out additional duties as may be required**

- This is a new post and the job description may evolve to meet the needs of the organisation.

**10. To carry out general responsibilities as follows:**

- Work with the Head of Operations and PIF Board to ensure the successful delivery of all areas of work, and provide reports and data as necessary in this respect.
- Promote and support the mission and vision of the organisation
- Demonstrate commitment by efficient completion of all tasks allocated.
- Carry out duties and responsibilities in compliance with PIF's Health and Safety Policy.
- Adhere to PIF's Equal Opportunities Policy throughout the course of employment.
- To uphold confidentiality and follow GDPR regulations at all times.

**Experience, skills and aptitude required**

- Educated to degree level or equivalent experience.
- Able to demonstrate a track record in delivering success in marketing and communications activities.
- Strong interpersonal skills and an outgoing personality.
- Proven editorial skills with a sound understanding of writing for the web and professional audiences and able to produce accurate, concise copy on complex issues.
- Strong understanding and experience of using and managing social media platforms and the most effective ways of communicating through them.
- Excellent IT skills with good knowledge of a range of applications and software including content management systems, image editing software and standard office applications.
- Ability to demonstrate accuracy and keen eye for detail.
- Good customer service ethos.
- Ability to work under pressure to meet deadlines.
- Flexible and adaptive within a small team/business.
- Ability to build strong relationships with a range of stakeholders.
- Proven ability to manage projects and work to deadlines.
- Experience of using online discussion forums.

- Working knowledge of SEO principles and practices.
- Keen interest in health, medicine and the NHS.
- Proven ability to work from home, with limited supervision.

### **Benefits of working for PIF**

- Home based role, with flexible working
- Chance to attend a variety of themed events
- Opportunity to improve the healthcare experience for patients
- Exposure to new ideas and perspectives
- Expansion of network of contacts
- Chance to learn more about the health information sector, the NHS and other healthcare bodies.

### **Submitting your application**

Please forward your CV, together with a Supporting Statement which gives your reasons for applying and how you meet the requirements for the role. This should include relevant skills, knowledge and should also answer the following questions:

- What skills and experience do you think you can bring to the role?
- Which role, that you have held in the past, do you think will be most relevant?
- What interests you about the role?

Please also include an example of a recent newsletter or article you have written.

Applicants may find it helpful to view PIF's current Strategy at a Glance document [here](#).

Please send CVs and Supporting Statements to [nicole.naylor@pifonline.org.uk](mailto:nicole.naylor@pifonline.org.uk) by 5pm; Monday 25 February 2019.

Short listed candidates will be invited to attend an interview with the Head of Operations and a Board member of the Patient Information Forum. Interviews will be conducted in March 2019.

If you have any questions please contact Nicole Naylor at [nicole.naylor@pifonline.org.uk](mailto:nicole.naylor@pifonline.org.uk).