



Digital Marketing and Brand Manager

Job description

June 2024

Permanent contract

£47,608 per annum plus **excellent benefits**

Full-time team members work 37.5 hours per week, and with hybrid working those hours can be done any time between 7am – 7pm. Core working hours are 10am – 3pm. For this role we would need 2 days per week in the office, in line with our hybrid working framework.

The Health Foundation

We are an independent charity committed to bringing about better health and health care for people in the UK.

Our aim is a healthier population, supported by high quality health care that can be equitably accessed. We learn what works to make people's lives healthier and improve the health care system. From giving grants to those working at the front line to carrying out research and policy analysis, we shine a light on how to make successful change happen.

We make links between the knowledge we gain from working with those delivering health and health care and our research and analysis. Our aspiration is to create a virtuous circle, using what we know works on the ground to inform effective policymaking and vice versa.

We believe good health and health care are key to a flourishing society. Through sharing what we learn, collaborating with others and building people's skills and knowledge, we aim to make a difference and contribute to a healthier population.

Health Equals

In the UK, people who live in our poorest neighbourhoods are dying a decade earlier than people in the wealthiest areas. And evidence shows that these health inequalities are getting worse.

Health Equals was born out of the need to rebuild foundations to improve life expectancy and reverse health inequalities in the UK.

Health Equals is a group of organisations and voices across different sectors, including employment, housing, education and the environment, who all want to make a positive difference to society's health and wellbeing.

The world around us shapes our health and wellbeing. From quality homes that are warm and safe, to stable jobs, social connections, and neighbourhoods with green space and clean air, these are the building blocks that have a lasting and positive impact on people's health, and reduce health inequalities.

These building blocks are not available to everyone, or not at the quality needed – but we can do something to change that.

While there's growing evidence of the challenge, and some action to reduce inequalities, there has been limited take up of policies that prioritise access to the building blocks of good health and wellbeing.

Through powerful and evidence-based campaigns, we want to start a conversation about health and wellbeing that recognises the importance of the building blocks of health – and together make sure action is taken to prioritise these in policy, to ultimately create better health for people.

More of our work to date can be found on the [Health Equals website](#).

Our commitment to you

We're committed to building an inclusive workplace that values diversity, which is why we encourage you to apply for our job even if you don't meet every requirement. We value professional and lived expertise and welcome applicants from all backgrounds. We particularly encourage those from underrepresented and underserved groups in this field, such as people of colour, people from the LGBTQIA+ community, people with disabilities and people from lower socio-economic backgrounds to apply.

We encourage you to speak with us about your neuro-diversities, disabilities, long term medical conditions, chronic illness, mental health, wider health conditions and/or caring responsibilities etc. so we can work together on adjustments to make the recruitment process and work more accessible and enjoyable for you. We offer flexible working as well as a range of **excellent benefits**. Please contact us on humanresources@health.org.uk so we can support should you wish to discuss this further.

We're dedicated to an inclusive hiring process, where every candidate has the chance to showcase their skills in a comfortable environment.

Our top priority is finding the best candidate, and you might just be the right fit. So, come apply to join our team and let's work towards building a diverse and authentic workplace together.

Job purpose

The Health Equals team includes nine members of staff: Head of Health Equals, Senior Strategy and Impact Manager, Senior Communications Manager, Campaigns and Communications Manager, Policy and Public Affairs Manager, Engagement and Programme Manager, Media and Public Affairs Officer, Programmes and Operations Administrator, Business Management Officer.

There are also three embedded policy and research posts in external organisations. While working independently, the team sits in the Healthy Lives directorate, reporting into the Director of Health for the Health Foundation and is accountable to the Chief Executive and Board of Governors.

As a new collaborative initiative, Health Equals is still establishing itself as a public campaigning organisation, and as such the post holder will need to be ready to test and learn approaches and be flexible to cover a wide range of support required. This role provides an exciting opportunity for the Digital Marketing and Brand Manager to help develop both our communications infrastructure and operations, lead on content strategy, and establish our brand identity to build profile for our campaigns and the initiative.

Reporting to the Senior Communications Manager, the post holder will:

- Develop and execute an always-on content strategy across owned channels (Facebook, LinkedIn, Instagram, Twitter, Health Equals' website, email). Duties include content planning, creation, scheduling, delivery and reporting and analysis.
- Support the design and delivery of Health Equals public awareness campaigns, working with our creative and paid media agencies and the Health Equals team. These will employ a mix of creative tactics (paid and organic) including advertising, online experiences, popup / immersive events, PR stunts and out-of-home advertising.
- Manage the development and maintenance of digital products, including the Health Equals website, to ensure an excellent user experience for our audiences and compliance with security and data protection requirements.
- Lead development and delivery of a wide range of on and offline content, with formats including web content, data visualisation, graphics, photography, printed promotional and branded materials / merchandise. Future scoping of new products / content formats including film and podcast.
- Lead on the development and management of the Health Equals brand, providing advice on branding across the team, external agencies and member organisations to ensure the protection, promotion and evolution of the brand.
- Informed by best practice, innovation and audience insight, combine hands-on content creation with managing agencies and suppliers to meet the needs of Health Equals' communications strategy. They will be responsible for maintaining high standards across everything the team produces and for ensuring there are clear processes and guidelines.

- Have responsibility for monitoring and ensuring effective audience engagement, measuring the reach of campaigns, products and content, and organising SEO, Google AdWords, paid social and digital content.

Strong project management skills are required and expertise in managing and understanding digital products and analytics, and experience of overseeing technical development in these areas, are essential skills.

The post holder will also need to be adept in managing multiple external suppliers and agencies such as designers, copywriters, printers and event organisers.

Candidates need relevant experience in digital marketing communications best practice, as well as brand management. They should be a strong communicator, comfortable curating content as well as using audience insights to inform work, ensuring outputs are developed to an exceptionally high standard, complementary to the Health Equals brand.

There may be future line management responsibilities as our team develops and grows and as such, experience in people management and supporting in-role learning and development is desirable.

Key tasks and responsibilities

Integrated communications campaigns

- Working closely with the Senior Communications Manager and Campaigns and Communications Manager, supporting the design and delivery of public awareness campaigns across a mix of digital and offline channels.
- Work with agency partners / suppliers to support contract and project management and ensure delivery of assets and outputs related to our campaigns.
- Work closely with the Campaigns & Communications Manager, and Media & Public Affairs Officer to support delivery of campaign plans, including paid media, digital outputs, public affairs activities such as external meetings, in-person and remote events, media appearances, public relations.
- Lead on developing and delivering digital comms plans that support the delivery and most effectively deliver on objectives of Health Equals public awareness campaigns.
- Manage digital projects relating to campaign tactics (e.g. managing interactive data tool for headline campaign).

Digital development

- Lead work to continuously improve and maintain Health Equals' website, ensuring it is responsive to audience needs.
- Manage our ongoing relationship on a day-to-day basis with our digital development agency, prioritising work and ensuring all digital projects are organised and managed in a coherent and efficient way.

- Work with our digital development agency to maintain the Health Equals website, as well as overseeing the design and development of new functionality to support our growing initiative and public campaigning efforts, including an email petition function.
- Ensure our website follows best practice in terms of accessibility, SEO and usability – and represents the Health Equals brand and visual identity correctly for online audiences.
- Lead and advise on the development of new digital projects and products on an ongoing basis and as required.
- Undertake comprehensive UAT/QA testing on development work completed by our agency to ensure new and existing products meet required best practice standards.
- Act as a digital expert within the Health Equals team, championing user experience and utilising knowledge of digital technologies, trends and analytics to support and advise teams on the use of digital communications to achieve their objectives.
- Act as a key contact for website enquiries, troubleshooting and supporting colleagues.

Day-to-day digital management

- Ensuring the smooth running of the website, reporting any bugs, downtime or maintenance issues to our agency and communicating with internal stakeholders in an effective and timely manner.
- Being the first point of contact for internal queries about CMS functionality and ensuring quality standards are met across the site.
- Setting up colleagues with CMS user accounts (including managing permission levels) and delivering CMS training.
- Working with colleagues in IT and data protection to ensure compliance with security and data protection requirements, including managing our webforms.

Content development

- Development of key content products, such as infographics, charts, blogs, publications, audio and video content; ensuring all content adheres to brand, editorial and accessibility standards. This includes working with suppliers to support the production of audio-visual materials including animations for the Health Equals website.
- Copyediting written content or managing freelance copyeditors.
- Creating and editing visual assets (such as charts and social media cards) using design software to support planned and reactive communications work.
- Working to ensure the search engine optimisation of our content.

- Creating, proof-reading, editing, maintaining content using content management system (WordPress), and overseeing the work that the rest of the team are doing on the website, providing CMS training and giving support and guidance as required.
- Advising on how content can most effectively deliver our objectives and meet our audiences' needs, and working with colleagues and suppliers to deliver and evaluate that content.
- Creating, editing and reviewing web content for house style and best practice, giving feedback to colleagues, and publishing in the CMS.
- Working with suppliers to support the production of audiovisual materials including animations and photography
- Commissioning and managing the production of promotional and branded materials.
- Commissioning, managing and working closely with external suppliers and freelancers including communications agencies, designers, video and podcast production agencies, copywriters, printers, events and exhibition services.
- Ensuring all content delivered within the team is delivered to a high level of quality, meeting brand guidelines, accessibility standards and the needs of our audiences.

Social Media

- Management of Health Equals' social media accounts (Facebook, Instagram, LinkedIn, Twitter), leading on the content strategy, signing off content and delivering planned content (at times through other members of the team)
- Continually review and look to establish new accounts, where identified as an audience need (e.g. TikTok).
- Develop and oversee the implementation of Health Equals' social media strategy, focused on growing audiences and building profile for Health Equals and its spokespeople, and contributing towards the initiative's objectives.
- Lead and coordinate the production of social media plans to improve the reach and engagement of our campaigns online.
- Create and schedule social media content, such as graphics, charts, audio / video.
- Lead on development of strategic social media guidance and training for best use of social media to build knowledge and skills across the team. Ensure the relationship to the corporate Health Foundation approach is clear and well-managed.
- Monitor social media engagements (using BrandWatch) and evaluate social media performance.

E-communications

- Develop e-communications strategy and scheduling, leading on ensuring ecomms approach follows best practice in terms of usability and accessibility and in line with our brand,

ensuring the relationship to the corporate Health Foundation approach is clear and well-managed.

- Building, editing, sending and reporting on e-communications campaigns using an online email marketing platform (DotDigital).
- Producing training and guidance for how to use the platform and the Health Equals branded templates.
- Ensuring data protection standards are put in place and upheld for all communications.

Brand management and protection

- Leading ongoing management of our brand, supporting colleagues, members and freelancers to utilise the brand appropriately, safeguarding our reputation, including in the development of Health Equals' public campaigns. Ensure that Health Equals' brand and identity is used consistently across all external and internal communications collateral.
- Maintaining clear brand guidelines and training for others in team and externally, including the implementation and ongoing management of our brand and creative assets.
- Leading brand inductions for new staff, agency partners and refresher training for existing colleagues.
- Working with the Communications Manager and external designers to update our brand book with amendments, including our brand photography. Project manage and maintain regular contact with agency/ies and ensure delivery of outputs to timelines and budget.
- Commission and produce branded merchandise or materials as appropriate, such as briefings and slides for use at external events.
- Proactively work with colleagues within Health Equals, to identify opportunities to enhance Health Equals' brand identity.

Reporting and analytics

- Providing training and giving support and guidance as required for any digital reporting (including BrandWatch, Google Analytics, Flourish, WordPress).
- Monitoring our website, social media and e-comms analytics, supporting reporting and advising colleagues on the use of metrics. Set up platforms and processes where needed to monitor and produce reporting on audience engagement and campaign performance (e.g. Google Analytics, Flourish).
- Provide support to the Senior Communications Manager to develop Health Equals communications analytics, tracking, dashboards and reporting, to monitor progress and evidence impact across our communications channels and products. Generate actionable insights on audience engagement to inform internal decision making and increase the impact our work.

- Work with the Campaigns and Communications Manager and Media and Public Affairs Officer, support ongoing reporting and analytics for Health Equals communications activities, including for specific campaigns, to analyse reach, engagement, refine strategies and continuously improve performance.
- Act as a source of internal expertise and advice on best practice on using digital analytics to measure impact.

Internal Communications

- Ensure content is shared appropriately through the Health Foundation's internal communications channels, such as the intranet.
- Write communications copy to support the effective internal communication of Health Equals work, in line with the communications strategy.
- Liaise with the Health Foundation's Communications Team, and members of Health Equals, to coordinate the smooth delivery of communications tactics. Includes ensuring in line with Health Foundation's corporate strategies and ways of working, and ensuring Health Equals' communications activity has an appropriate and well-managed relationship to the Foundation's brand and corporate activities.

Contract management and business support

- Facilitate (and manage in some cases) the commissioning of external agencies, suppliers and freelancers, including writing detailed and accurate briefs.
- Drafting contracts as required, ensuring that expert legal and financial advice is secured as required.
- Day to day management of commissioned work, including regular communication with providers; ensuring deliverables are achieved; updating internal project management documents and systems; and ensuring payments are scheduled and approved in time.

Leadership and management

- Task manage delegation of social media across members of the team, overseeing their work and giving support and guidance as required. There is the possibility of line management as the team develops.

Wider contribution

The post holder will at all times aim to embed our key behaviours – Working together, Achieving impact, Discovering and learning – in all aspects of their day-to-day delivery in the role.

Candidates should have the right to work in the UK at the time of appointment, as we do not sponsor visas.

Person Specification

Criteria	Essential/ Desirable (E/D)
Commitment to Diversity and Inclusion – a commitment to diversity and inclusion in employment and service delivery.	E
Working together – the ability to work collaboratively and develop good working relationships with people from across the organisation and externally, at all levels.	E
Achieving impact – a track record of leading the development of successful digital products that engage audiences, delivered on time and on budget.	E
Discovering and Learning – the ability to identify and develop solutions to complex multifaceted challenges.	E
Significant experience of leading the delivery of complex digital products that meet internal and external requirements (including leading on rigorous testing before new features are launched).	E
Significant experience of using content management systems (WordPress desirable) and digital infrastructure/technologies.	E
Experience and knowledge of using Adobe Creative Suite (Illustrator, Photoshop and Premiere) or similar tools to manipulate images, animated GIFs and short video clips for use on the web.	E
Experience and knowledge of best practice for creating and evaluating content across formats and channels, including data visualisation.	E
Experience of using Google Analytics and social media analytical tools to produce user statistics, and supporting data management, benchmarking, reporting and analysis.	E
Significant experience of brand management, including acting as a brand guardian, maintenance of brand assets and advising others on effective use of brand in communications and to ensure brand protection.	E
Excellent knowledge of digital trends and applying best practice (including around accessibility and SEO).	D
Understanding of security and data protection requirements and guidelines relating to websites and analytics tracking.	D
Excellent interpersonal skills, able to persuade, influence and collaborate at all levels - including the ability to influence and present to senior members of staff	E
Excellent project management and organisational skills	E

Proactive and motivated with excellent initiative and the ability to solve problems and adapt plans to accommodate changes	E
Excellent verbal and written communication skills, with the ability to communicate effectively with both technical and non-technical teams, and convey technical concepts for non-specialists	E
The ability to apply appropriate project management methodologies, including agile, to ensure the effective delivery of digital products	D
Strong numerical skills and ability to accurately analyse data to identify and interpret trends and draw out actionable insights	E
An interest in health and health care	D