

## JOB DESCRIPTION

<b>Job Title</b>	Digital Creative
<b>Location</b>	Bank Top Support Centre/Flexible
<b>Reports to</b>	Head of Communications and Marketing
<b>Hours</b>	Full Time – 40 Hours

## JOB SUMMARY

The post holder will support the Head of Communication and Marketing in creating and executing content across a range of channels and our website, for both internal and external communications activity on behalf of One Medical Group.

This position will support the creation and implementation of the assets used for all communications strategies for OneMedical Group which is comprised of OnePrimaryCare, OneWellness, OneMedical Collaborate, OneMedical Innovate and OneMedical Property. The content produced by the post holder will help to drive awareness of our brand and to showcase the range of services we offer across the healthcare sector. You'll get the opportunity to create and adapt campaigns right through to delivery across multiple channels. You will also work closely with the team to ensure continuous improvement and review of our marketing activity using performance and user data to implement improvements to drive forward-thinking marketing activity.

The post holder will provide effective input into the work of OneMedical Group, to support the achievement of our mission, vision and values:

**Mission:** Improving Lives

**Vision:** We want to improve the health and wellbeing of our patients, our communities, and our colleagues

### Values:

- Putting people first
- Working together
- A better future

### OMG 5-year Strategic Aims

1. Have 95% of our employees recommending us
2. Be recognised for outstanding service delivery
3. Quadruple the number of people we reach
4. Quadruple the size of the company
5. Triple our turnover

These are underpinned by our **Corporate Objectives:**

Quality, Recognised leader, Business growth & Financial strength

The post holder will need to be agile in their approach and flex to meet differing demands and priorities across the whole group and individual divisions.

## **JOB RESPONSIBILITIES**

### **Creative and Digital:**

- Managing and conceptualising creative output, with a primary focus on digital channels
- Design and production of websites, product graphics, web logos, social media graphics and banners, static and rich banner ads, video content, email campaigns, and email templates
- Translate product positioning, existing research, and offline/online Marketing strategies into effective designs.
- Ensure consistency of brand and creative across digital customer touch points.
- Delivering marketing activity across a range of channels.
- Brand Management - ensure internal communications messages are consistent across all mediums for all divisions and departments in-line with OMG Brand Guidelines acting as a Brand Ambassador
- Strong understanding of user-centred design with the ability to adapt to user feedback, data and testing.
- You'll be knowledgeable and aware of the latest trends, technologies and best practices in digital

### **Management and Leadership:**

- Manage members of the communication team as required
- Development of members of the team
- Be confident at stakeholder management and communication
- You'll have ability to work with tight deadlines and handle multiple projects, prioritising workload based on importance.
- Ensure all teams members fully understand the OMG brand and the brand guidelines acting as brand ambassadors at all times

## **Key skills**

### **Design and technical skills:**

- Have excellent design skills using software such as Adobe Creative Suite and Sketch.
- Have strong knowledge of video editing software.
- Excellent writing, editing and proofreading skills as well as the journalistic ability to source stories from employees

### **Interpersonal skills:**

- Excellent interpersonal and relationship-building skills
- Possess the confidence to deal with senior executives and explain creative concepts and finished work to them.

## **Equality and Diversity**

The post-holder will support the equality, diversity and rights of patients, carers and colleagues to include:

- Acting in a way that recognises the importance of people's rights, interpreting them in a way that is consistent with OneMedical Group procedures and policies and current legislation
- Respecting the privacy, dignity, needs and beliefs of patients, carers and colleagues

- Behaving in a manner which is welcoming to and of the individual, is non-judgmental and respects their circumstances, feelings, priorities and rights.

### **Communication**

The post-holder should recognise the importance of effective communication within the team and will strive to:

- Communicate effectively with other team members and external suppliers
- Recognise people's needs for alternative methods of communication and respond accordingly

### **Quality**

The post-holder will strive to improve and maintain quality, and will:

- Alert other team members to issues of quality and risk
- Assess own performance and take accountability for own actions, either directly or under supervision
- Contribute to the effectiveness of the team by reflecting on own and team activities and making suggestions on ways to improve and enhance the team's performance
- Work effectively with individuals in other agencies to meet patients' needs
- Effectively manage own time, workload and resources

### **Health & Safety**

The post-holder will assist in promoting and maintaining their own and others' health, safety and security as defined in the Practice Health & Safety Policy, to include:-

- Using security systems within the workplace according to guidelines
- Identifying the risks involved in work activities and understanding such activities in a way that manages those risks
- Using appropriate infection control procedures, maintaining work areas in a tidy and safe way and free from hazards
- Reporting potential risks identified

### **Confidentiality**

- In the performance of the duties outlined in this Job Description, the post-holder may have access to confidential information relating to patients and their carers, OneMedical staff and other healthcare workers. They may also have access to information relating to the business. All such information from any source is to be regarded as strictly confidential.
- The post holder will be required to adhere to their confidentiality agreement at all times.

### **Note**

This job description is not intended to form part of the contract of employment or to be a complete list of duties and responsibilities, but it is a guide, for information, to the job. It will be periodically reviewed in the light of developing work requirements in the role. The post holder will participate in the review.