

Marketing Communications Executive

Contract: Permanent, Full-time

Salary: £28,000 pa + Benefits

Hours: 35 hours per week (with flexible working within core hours)

Location: Central London (1-2 days per week)/ Remote

Closing date: 15th April 2022

This is a brilliant opportunity for a young marketing communications all-rounder to work for a medical charity operating in one of the most important areas of healthcare and investing in cutting-edge medical research and innovation. We are looking for a good writer with an interest in being involved in every aspect of Orthopaedic Research UK's (ORUK) marketing communications activities.

You will have experience of writing articles and press releases, managing social media channels and email programmes, liaising with media and producing marketing materials.

ORUK believes in the importance of communication to inform our community of clinicians, researchers and other healthcare professionals. We are a voice for the millions of people suffering from poor musculoskeletal (MSK) health. This is why we are looking for someone with exceptional skills who can join us on our important mission.

We are a small charity, albeit with a critical role to play in expanding knowledge, improving patient outcomes and pioneering new forms of MSK diagnosis and treatment. You will receive plenty of support but also the space to develop your marketing communications skills and become an essential member of the team.

About Us

We are Orthopaedic Research UK (ORUK), one of the very few medical research charities, investing our funds to encourage breakthrough research and education programmes in bone, joint and muscle wellbeing. Our aim is to reduce the burden of poor musculoskeletal (MSK) health on individuals, workplaces and our health system.

The need we serve is ever worsening: 19m people suffer from MSK problems in the UK, costing the NHS £5bn per year, resulting in ever-lengthening NHS waiting lists, and the loss of 30m working days to the UK economy.

We fund innovative research projects in the UK that expand knowledge, improve patient outcomes and pioneer new forms of MSK diagnosis and treatment. Our investment makes a real difference to the lives of millions of people suffering poor MSK health, today and into the future. Since 2004 we have invested £11m on research on 140 projects in the UK. Over the next three years we plan to invest a further £2.5 on research and attract £0.5m in partner contributions.

We support education, primarily through workshops, training courses, lectures, virtual conferences and webinars that will improve knowledge of MSK conditions. During the past year we staged 55 events and in total we educated 8,303 healthcare professionals with the support of 491 faculty members. On average, 98% of participants rated our events as 'excellent' or 'good' in terms of educational value.

Despite the tremendous burden placed on individuals and society, MSK health does not always receive the attention or investment that it merits. This is why, in addition to using our funds to fill the most important gaps in research funding and professional education, we work with partners, such as leading professional institutions, to attract additional investment to the sector.

By working together and sharing knowledge and ideas, we can become a stronger voice for MSK health.

Responsibilities

Reporting to the chief executive, supported by our external marketing consultant, and working in partnership with our education and research teams, the marketing communications executive will:

- Communicate our important work to a wide range of stakeholders including healthcare professionals, researchers, partners and potential funders and help grow our MSK community.
- Promote our training courses and events for healthcare professionals working within MSK disciplines.

Activities are likely to include

- Preparing press releases, e-newsletters, web content and articles; sourcing, writing and editing ideas and stories.
- Liaising with media.
- Designing and managing ORUK's online presence, including our website and social media.
- Managing an email and CRM programme.
- Producing graphics and video content.
- Managing relationships with external stakeholders and supporting our partners with the provision of marketing materials.

Requirements

- Passionate – interested in healthcare and passionate about making a difference to the millions of people suffering from poor MSK health. You will not require a medical or scientific background, although you will be interested in medical science and how to communicate it to a range of audiences.
- Digitally-savvy – with a love for all things social, digital and creative, with a keen interest in new platforms, technologies and innovation.

- Organised – able to effectively manage your own projects/tasks of varying complexities, meet deadlines and work well under pressure. The ORUK team operates a blended working model, combining remote working with regular meetings, so you must be able to work without constant supervision.
- Detailed – have a strong eye for detail and the discipline to ensure that all work conforms to high standards
- Collaborative – able to work closely with the rest of the team, building strong relationships

Skills

- Minimum 18 months marketing industry experience.
- Excellent writing and editing skills
- Good communication skills.
- Familiarity with Google Analytics, social media measurement, email platforms and CRM systems.
- Experience in producing graphics and video content.

Benefits

- 8% annual bonus based on performance (discretionary)
- Annual cost of living review
- Flexible working hours in core business hours (8am - 6pm)
- London W1/Remote working model
- TOIL for overtime during weekdays and weekends
- Pension 8% (employers' contribution 7.5% + 0.5% employees' contribution)
- 25 days annual leave plus bank holidays, increasing by 1 day per year after 5 years up to a maximum of 30 days
- Enhanced maternity/paternity package
- Interest-free travel loan
- Access to Employee Assistance Programme
- Private Medical Health Insurance (and reduced family rates)
- Bike to work scheme
- Death in service (x4 basic salary)
- Opportunity to grow within the organisation

Application process

To apply for this role, please provide your CV and covering letter to jobs@oruk.org