

## JOB DESCRIPTION – Marketing Coordinator

### JOB DETAILS

**Reports to:** Clinic Manager, Assistant Clinic Manager, Medical Director

**Accountable to:** Assistant Clinic Manager, Clinic Manager

**Working hours:** 40 hours per week, Monday – Friday

**Location:** 54 Wimpole Street, London, W1G 8YJ

**Type:** Full Time – Permanent

### CLINIC SUMMARY

London Bridge Plastic Surgery and Aesthetic Clinic and The London Transgender Clinic are two clinics based in one location on Wimpole St, Central London. We are a premium plastic and aesthetic, and transgender clinic with a passion for delivering the highest levels of customer service, while having the ability to anticipate patient needs.

This role is a great opportunity for someone who meets the key skills and has a flair for social media, customer service and marketing to join our ambitious and growing team

### MAIN DUTIES / RESPONSIBILITIES

- Manage all media channels including Instagram, Snapchat, Facebook, Twitter, Youtube, Trustpilot, Google, Website;
- Define a social media communications strategy supporting wider sales and marketing objectives of the clinic;
- Develop distinct goals for each platform such as Instagram, Facebook, Twitter, Snapchat and YouTube; encompassing audience profile, reach and engagement;
- Identify and build relationships with key influencers/ambassadors/key patients with specific goals;
- Build and manage paid and organic social media campaigns with specific objectives for different target audiences at various stages of the decision-making process;
- Google analytics and social media analytics to be considered when deciding strategies;
- Development of brand awareness and online reputation;
- Develop and manage strategic partnerships online;
- Cultivation of leads and sales through multimedia;
- Reputation Management through multimedia;
- Content Management of multimedia;

- Administrate the creation and publishing of relevant, original, high quality content (for all channels and ads)
- Identify and improve organisation development aspects that would improve content (i.e.: employee training, recognition and rewards for participation in the company's marketing and online review building)
- Create a regular publishing schedule and promote content through social advertising
- Leverage the right tools to manage content, implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
- Regular social listening to monitor brand mentions, competitor activity and hot topics
- Ensure we are monitoring, listening and responding to our social media community
- Regularly research and identify trends in the plastic surgery /transgender landscape
- Deliver monthly reports showing organic and paid results
- Identify and respond to website needs
- Identify and develop ways to improve user experience through website and all social channels
- Co-ordinate brand awareness events and develop business case to support
- Identify media opportunities that reflect business aims and objectives
- Identify and create multimedia resources
- Ensure the smooth and adequate flow of information within the company to facilitate other business operations
- Ensure operations adhere to policies and regulations
- Keep abreast with all organisational changes and business developments

*Please note that this job description is neither exhaustive nor exclusive and will be reviewed annually in conjunction with the post-holder at the annual appraisal. The post-holder is also required to carry out any duties that may reasonably be requested led by the needs of the organisation.*

SALARY: £28,000 Per Annum

#### BENEFITS

- 28 days annual leave + birthday off;
- Staff discounts on completion of probation period;
- Private Health Insurance upon completion of probation period;
- Company pension
- Cycle to work scheme

*If you would like to be considered for this role, please send your CV to [rianna.griffin@cmhealth.co.uk](mailto:rianna.griffin@cmhealth.co.uk) with the subject: Marketing Coordinator*