



## **Integration Marketing and Evaluation Coordinator**

HOURS OF WORK: MONDAY TO FRIDAY – 37.5hours per week (minus 30 min break unpaid)

TIME: 09:00 – 17:00

CONTRACT: 18 Month Contract (may lead to other contracts)

LOCATION: Working from HCPA Office Welwyn Garden City

RESPONSIBILITY TO: Integration Manager

SALARY : £21, 000per annum (37.5 hours per week) Band E2 £20,000 - £24,000

### **SCOPE OF JOB**

Hertfordshire Care Providers Association (HCPA) is a small company set up to support care providers within Hertfordshire. Support is given to our members via funded training, information and advice.

We run a number of projects around integration between Health and Social care services, the biggest project being the Complex Care and the Falls Campaign. The Complex Care and Falls Campaign are part of our overall integration projects that help educate care practitioners around health related tasks and reduce falls within providers and the community. There are a number of projects under integration and therefore a number of courses/events running each year which we need our providers to sign up to.

This job requires a very organised person who is able to create marketing materials for the projects including flyers, posters, newsletters, telemarketing and website updates. As well as the skill to create processes for collecting evaluation on projects, collecting the evaluation itself and pulling together into analysed reports.

To work in a busy office in Welwyn Garden City. Carry out all marketing and evaluation surrounding all Complex Care, Falls Campaign and other integration projects.

### **MAIN DUTIES AND RESPONSIBILITIES**

1. Creating marketing plan for all projects under integration
2. Creating marketing materials such as flyers and posters, using appropriate packages
3. Writing and sending newsletters to members regarding projects
4. Carrying out telemarketing to sign providers up to projects
5. Carrying out visits to providers to engage them in projects or to re-engage them
6. Creating evaluation templates for all projects
7. Monitoring/ tracking and collecting evaluation for projects
8. Completing Case Studies and Patient Stories throughout the life of a project
9. Analyse evaluation results
10. Create full evaluation reports for all projects
11. Taking enquires regarding all the projects within Integration and Falls
12. Reporting to the integration manager to ensure the Complex Care, Falls Campaign and other integration projects tracking is up to date at all times and sending out updates regularly.
13. Setting up and running Complex Care, Falls Campaign and other integration projects events

14. Keeping all marketing and general documents and paperwork relating to projects up to date and standardised.
15. Carrying out general admin work for Complex Care, Falls Campaign and other integration projects when required
16. This post (as part of the Business Support Team) will also provide reception cover on occasion
17. Any general tasks as requested which contribute to the smooth running of HCPA

### **Essential technical knowledge and skills**

- Marketing experience desirable
- A high degree of computer literacy along with a strong working knowledge of the Microsoft Excel, Power Point, Word, Publisher
- Strong interpersonal and verbal communication skills (with people at all levels of the organisation)
- Excellent standards of written documentation
- Self-motivated, with excellent ability to work on own initiative
- Excellent team-working skills with willingness and ability to engage with others at all levels of the organisation
- Excellent organisational and administrative skills
- Ability to analyse information and present it in a clear, concise way
- Enthusiastic, committed, proactive and resourceful
- Must be able to successfully multi task displaying excellent time management and organisational skills
- Ability to work under pressure without compromising the quality of work
- **To work independently.**
- Experience in carrying out telemarketing desirable
- Able to use or learn Indesign or Photoshop
- Experience in creating evaluation reports for projects
- Some experience using mailing systems such as Mailchimp desirable

### **Health & Safety**

You will be required to adhere to Health and Safety requirements and instructions and bring to notice any apparent shortcomings or potential hazards.

### **Supervision**

Quarterly supervision with Integration Manager and annual appraisal.

The duties and responsibilities outlined above do not represent a full list of the tasks the postholder will be expected to perform. Also it is recognised that the duties of all posts are subject to change from time to time. Alterations to duties and responsibilities and performance of similar tasks within the scope of and at the same level will be expected. The postholder will be consulted before major changes to duties and responsibilities by management.

### **Personal Qualities**



A really good communicator (face to face and on the telephone) who enjoys working with people and can work as part of a team. Committed to the company ethos of helping our members raise their quality standards. Well-presented and tidy. Keen eye for detail and use of professional language in all communications. Ability to be punctual.

**Education /Qualifications**

Educated to at least Grade B GCSE English

**PROBATION:** this job will be subject to a 3 month probation period