



Recruitment Campaign PR Coordinator

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

We provide a fully funded, free recruitment service to our members, called Herts Good Care Recruitment as part of the Good Care Campaign. The Good Care Campaign is about changing people's perspective of the care sector, by celebrating the good care that our providers carry out, and bringing new people into the care sector, and helping them find their next role.

Benefits:

- £26,250 pro rata, (equivalent to £13.46 per hour for a 30 hours per week contract)
- Flexibility – agreed flexible hours
- Internal career coaching and ongoing support
- Annual Care Awards Event
- Herts Rewards
- Free Parking

Main Duties and Responsibilities:

1. Create innovative and creative PR marketing materials for candidates and providers, including flyers and posters, and Good Care Campaign specific materials
2. Proactively work with our care providers and staff to identify news worthy stories and events
3. Provide website and social media content based on topical news, provider and employee testimonials, case studies, etc.
4. Create and send email newsletters to providers and candidates to keep them engaged
5. Create target based marketing materials to different groups of people, with the goal of bringing people from all walks of life into the care sector
6. Monitor, track and collect feedback from providers and candidates on the service
7. Take enquiries regarding Herts Good Care
8. Keep all marketing, documents and paperwork relating to Herts Good Care Recruitment up to date and standardised
9. Develop and maintain a detailed knowledge of the care sector and the recruitment market in particular
10. Write human interest stories/case studies about people working in care
11. Liaise with the press and media to promote Herts Good Care and be the face for Herts Good Care Campaign
12. Work with schools to engage students and promote careers in care at events

Candidate Specification:

A PR or Journalistic background is desirable

A high degree of computer literacy along with a strong working knowledge of the Microsoft Excel, Power Point, Word, Publisher is essential

Knowledge and capability of using Adobe InDesign and Photoshop to create marketing materials is desirable – training will be given

Educated to grade B GCSE English – Excellent writing skills

Proven experience working with the media and press is desirable

Have the ability to provide excellent customer service with a bubbly personality (email, face to face, and telephone)

An understanding of the care sector

Committed to the company ethos of helping our members improve their quality standards

Well-presented and tidy

Keen eye for detail and use of professional language in all communications

Other information:

This role is subject to a 3 month probation period

Quarterly supervisions with Recruitment Manager and annual appraisal