

## Job Description

<b>Job Title</b>	<b>Marketing Manager</b>
<b>Department</b>	<b>Marketing</b>
<b>Reports to</b>	<b>Commercial Director (BMG)</b>
<b>Date</b>	<b>2014</b>

### Overall Purpose of Job

Reporting to the Commercial Director (BMG), the role as Marketing Manager is to manage the promotion of Beacon Hospital's brand and services to the consumer and medical audiences. The Marketing Manager is responsible for the day to day running of the Marketing Department and its functions.

### Key Responsibilities and Deliverables

- Create and implement Marketing plan within budget, in conjunction with overall business strategy.
- Ensuring effective, branded marketing communications including the company website, social media, print communication, and advertising. Ensuring effective communication internally also.
- Manage major projects such as PR events, launches, Marketing campaigns, Annual GP Study Day, GP evenings, Trade show exhibits.
- Liaise with and manage all external agencies, such as PR, Creative, On-line, Media Buyers, Medical Publications.
- Update Press Releases from outside agencies.
- Liaise with all department Managers in-house, in creating marketing pieces for different areas e.g. GP Booklet, Patients Booklet. Re-write text for relevant audience. Ensure effective communication with same.
- Demonstrate familiarity and skill with the tools of the trade in marketing including PR, written communication, website development, market research.
- Maintain high level of knowledge of Hospital's clinical services.
- Work closely with GP Liaison executives to ensure clear marketing message to GP audience and marketing support and materials supplied to them.
- Manage creation and distribution of Internal Newsletter (Spotlight on Staff) for internal communication within hospital.
- Maintain awareness of competitor activity and general healthcare updates.
- Contribute to internal and external meetings from a marketing perspective.
- Manage Grand Rounds and relationship management with Consultants.
- Manage relationship with key personnel in Pharmaceutical and Medical Device industries with a view to confirming on-going sponsorship of hospital events.
- Direct and manage Social Media & Marketing Assistant and provide support and guidance.

- Researching and evaluating new opportunities for the business, and customer needs and insights.
- Analysis of the effectiveness of all marketing efforts.
- Issue on-going reports on all activities to Commercial Director.
- Develop an annual marketing plan which should detail the year’s activity to meet agreed company objectives.
- Demonstrate technical marketing skills and company product knowledge.
- Expert in Internet and social media strategy with a demonstrated track record.

### Person Specification

<b>Qualifications</b>	<ul style="list-style-type: none"> <li>▪ Master Degree or alternatively over 10 years marketing experience.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>▪ Good understanding of the Irish Healthcare system.</li> <li>▪ Strong marketing background in healthcare or related industry, ideally minimum five years.</li> </ul>
<b>Job Specific Competencies and Knowledge</b>	<ul style="list-style-type: none"> <li>▪ Strong written and verbal communication skills required.</li> <li>▪ Display awareness and appreciation of the service users and the ability to empathise with and treat others with dignity and respect.</li> <li>▪ Demonstrate an ability to apply knowledge to best practice.</li> <li>▪ Demonstrate the ability to effectively evaluate information and make appropriate decisions.</li> <li>▪ Demonstrate a commitment to assuring high standards and strive for a user centred service.</li> <li>▪ Display effective communication and interpersonal skills including the ability to collaborate with colleagues, families, carers, etc.</li> <li>▪ Demonstrate effective team skills.</li> <li>▪ Demonstrate flexibility as situations arise unexpectedly (e.g. media issues).</li> </ul>

**This job description is intended to be an outline of the areas of responsibility and deliverables at the time of its writing. As the Hospital and the post holder develop, this job description may be subject to review in light of the changing needs of the Hospital.**

**Job Description received by employee:** \_\_\_\_\_  
**Signature** **Date**

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**Name (Block Capitals)**