

Job title	Communications Lead
Reports to	Chief Commercial Officer
Work pattern	Part-time or full-time. This is also suitable for contractors and time limited engagements.
Primary location	London

## Communications Lead

### About Health Navigator

*“Next generation healthcare companies will compete on measurable patient and system outcomes and the winners will likely be those who outperform the combination of technology and service delivery. At Health Navigator, we bring together the best available medical, managerial and technical skills resulting in new patient-centric interventions delivered by outcome-based business models and contracts.”*

Joachim Werr, MD, PhD, Founder of Health Navigator, NHS Accelerator Fellow 2020

Health Navigator specialises in the provision of innovative health care services, with a focus on improved outcomes for high-risk patient groups. It is currently working with a number of CCGs and Trusts from the NHS.

We have won multiple awards and nominations including:

- Our CEO is an NHS Innovation Accelerator Fellow
- One of the companies selected for the Digital Health London Accelerator Program 2018-19.
- “Highly Commended” in final at Celebration of Innovation Awards 2018, West Midlands Academic Health Science Network.
- Winner of the Self-Management category in the Mediplex Innovation Awards and showcase for 2017.
- Nominated as a finalist in the HSJ HealthTech Partnership of the Year for 2020.

One of our key services is Proactive Health Coaching (PHC) - a nurse-led intervention that helps people manage their health through evidence-based support and coaching, thereby preventing 30-50% of unplanned care.



### What’s the purpose of this role?

The main purpose of this role is to support the development and delivery of communications and marketing strategies to enhance Health Navigator’s reputation and profile, including social media and digital engagement. You will help to maintain Health Navigator’s external communications channels including the website and social media, planning and producing compelling content that showcases the company’s achievements and engages our target audience.

## Your key responsibilities

Some of the main responsibilities of this role include but are not limited to:

- Write fresh, engaging and targeted materials for a variety of channels including patient information materials, our website, advertising collateral, publications, campaign marketing collateral, and press releases.
- Enable Health Navigator to have an online presence with up to date content of events, news, articles and engaging audio and visual multimedia
- Support in the development of an engaging online audience, informed by user data and research
- Produce and monitor social media activity and customer service/reputational issues
- Organise the design and production of a wide range of marketing collateral including flyers, posters, brochures, banners, etc. by producing copy, proof reading and co-ordinating with agencies and suppliers.
- Oversee content for the staff intranet. Write, edit and post regular articles, and collaborate with colleagues to produce their own contributions to the section.

## Your Skills, Knowledge and Experience

### Experience and Knowledge

#### Essential

- This role would better suit a recent graduate, educated to degree level (BSc or, ideally, MSc) in business, marketing or a related discipline.
- To be **creative, with excellent writing**, editing and proof-reading/copy-writing skills to produce well-formatted communications.
- Strong background in digital marketing across email, web and social media.
- Experience of publishing corporate content on social media.
- Experience of managing and developing a company's Social Media presence using social media platforms.
- Knowledge and experience of **graphic design**.
- Team player with a positive attitude who is comfortable working in a fast-paced dynamic environment while managing, prioritizing and organizing their own workloads using initiative.
- Experience of working in a dynamic, start-up environment.

#### Desirable

- Experience and knowledge of **Web-Design**
- In-depth understanding of content management systems as well as good knowledge of WordPress
- Experience in a healthcare environment

**Salary:** competitive salary

## Are you up for the challenge?

Please get in touch with Miguel Sa ([miguel.sa@health-navigator.co.uk](mailto:miguel.sa@health-navigator.co.uk))

We are looking forward to hearing from you!

*Note: due to the high volume of applications, we will only respond to candidates who have been shortlisted.*