

Role Profile

Role Title:	Employer Brand Officer
Department:	Corporate Affairs
Role Purpose:	<p>The purpose of the Employer Brand team is to deliver a first class, consistent Employer Brand that both promotes Midland Heart's corporate brand but also helps attract the best talent to our business.</p> <p>The Employer Brand Officer will have full responsibility for the day-to-day management of the Employer Brand.</p>
Reporting to:	Internal Communications and Employer Brand Manager
Responsible for:	None
Disclosure level:	None
Role Level:	Frontline Worker

Key Role Responsibilities	<ul style="list-style-type: none"> • Manage the day-to-day running for the Employer Brand across all available channels, especially LinkedIn and Glassdoor, ensuring that published content is advancing our corporate position but also enhancing the success of our recruitment campaigns. • Manage and deliver effective projects, campaigns and Employer Brand plans in line with our overall Employer Brand plan, our values and business objectives. • Monitor and evaluate valuate key analytics measuring success against agreed KPIs. • Ensure all Employer Brand communications and collateral are in line with our corporate tone of voice. • Work closely with the Talent and Recruitment team to make sure future campaigns align fully with business needs. • Creating and publishing high quality, compelling content including blogs, news articles, employee news, corporate literature, conference collateral and social media output. • Planning, researching and writing excellent copy to inform and engage our target audiences. Excellent attention to detail and experience of proof reading, achieving clearance and sign off from the relevant people to ensure quality standards.
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	<ul style="list-style-type: none"> • Work with external suppliers as required to meet project objectives. Managing all elements of the production process ensuring an appropriate brief is supplied, process is followed and that the final product is as required. • Keep up to date with all communications and digital trends to ensure professional development and Midland Heart is making use of best practice. Also ensure engage and be comfortable with housing and care issues.
Education, Qualifications and Training	<ul style="list-style-type: none"> • Evidence of professional development related to Marketing and Communications e.g. degree or professional development in post.
Knowledge and Experience	<ul style="list-style-type: none"> • Experience of managing prioritising multiple communications and marketing projects, including managing budgets and external suppliers. • Experience of delivering and managing highly effective communications and marketing projects for a large and complex organisation. • Experience of advising senior internal and external stakeholders. • Experience of using a range of communications and marketing techniques to deliver projects. • Experience of taking briefs from a range of stakeholders and turning them into effective plans to meet project objectives. • Understanding of marketing and communications techniques. • Knowledge of current marketing trends. • Understanding of various digital channels.
Role Specific Skills & Behaviours	<ul style="list-style-type: none"> • High level of verbal and written communication skills. • High level of influencing and interpersonal skills. • Creative flair and imagination. • Ability to deal with sensitive issues with discretion and confidentiality. • Ability to work under pressure and prioritise work effectively. • Evidence of ability to travel throughout area of operation. • Work well in a team, including those outside of the department and the organisation, as well as being comfortable working alone. • Be comfortable with our organisations values and demonstrate these values in your work. • Have an understanding of and commitment to the principles of equality and diversity. • A commitment to flexible working patterns and style to meet business needs and pressures. • An ability to communicate with staff and teams at all levels. across the Group. Good oral, verbal and interpersonal skills in order to engage and influence. • Understanding of and commitment to the principles of equality and diversity.