

Health Promotion and Marketing Manager



WHAT I AM ACCOUNTABLE FOR:

- To lead Turning Point in its joint work with local partners to fully integrate Turning Point services into the Local Integrated Care Network as well as wider community initiatives.
- Working alongside the Partnership Managers to develop and oversee the services' promotion and marketing strategy
- To develop and deliver an annual calendar of awareness events in line with best practice
- Building and developing relationship with community groups and BAME populations
- Leading on communications within Turning Point services to ensure that there is a golden thread of Health Promotion throughout the services
- Lead on the development of written and digital promotional materials/ formats
- Working with partners and stakeholders to promote the work of the services and to maximise referral numbers
- Oversee our social media platforms, brand development and online content
- To develop regular newsletters for the services
- Lead the services by attending community and professional events and representing the service in meetings/ training
- Communicate with Local Authority and other partners on joint initiatives, pathways and campaigns
- Consultation and coproduction of communications with service users and staff.
- To lead on the ongoing development of the award winning online Roads to Recovery Asset Map
- Develop and oversee the DAWs Alumni scheme including digital and face to face events.
- Managing staff and contractors to deliver the goals of the services

HOW I OPERATE

Values Led Leadership

- Role modelling our values
- Build and maintain effective relationships with internal stakeholders, commissioners, regulatory bodies and local influencers – being open and listening to improve
- Share learning, feedback, coach and support other Managers to deliver successful contracts
- Take a collaborative approach to building relationships with people at all levels across all areas of the business
- Effective and timely horizon scanning, planning for the future and assessing risks/opportunities

WHAT I NEED:

Skills \ Knowledge

The role would suit someone with either a background in Health Promotion Work or in Marketing. Experience of working in sexual health, drug/ alcohol or social care in general is an advantage but more important is a willingness to learn, a passion for helping people and a desire to bring your experience in health promotion or marketing into the role. Also:

- Compassion, energy, enthusiasm
- Good written & verbal communication skills
- Knowledge of IT / digital systems
- Strong influencing and communication skills that achieve engagement across all levels; internally and externally
- Resilience to respond and function within high pressure environments