



**MEDSTARS**

## **COMMUNITY AND BRAND LEAD**

JANUARY 2018

### **Job Description**

[www.medstars.co.uk](http://www.medstars.co.uk)

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## COMMUNITY AND BRAND LEAD

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Medstars is a Birmingham-based health tech start-up with a growing community of trusted medical experts across the UK. It was founded by two experienced senior doctors in 2014. Our aim is to help patients find properly qualified private healthcare specialists they can trust, providing transparency and accessibility in what is often a confusing sector with poor regulation.

As a start-up, our founders take a very hands-on approach and drive a lot of our business. We also have an operations lead, a growing tech and marketing team as well as our very own GP and a number of content creators.

We're looking for an ambitious, creative and articulate go-getter to engage and build relationships with our health specialists, partners and patients whilst working with our digital marketing team to oversee the creation of engaging digital content to be disseminated across our blog site and social media channels.

Working in a start-up is exciting and varied. You'll need the ability to be flexible and multi-task, no matter what the day brings!

The role is based at iCentrum, a buzzing business accelerator for start-ups and entrepreneurs in the centre of Birmingham. We'll train you on the job and you'll get plenty of opportunity to learn and network with other entrepreneurs. There will also be some travel involved, mainly around the Midlands but also to London, to meet with our specialists.

Because we're a start-up, every day will be different. However, examples of your responsibilities will include:

### **Community**

- Engaging and on-boarding new health specialists, helping them to create and maintain their profiles.
- Building and nurturing long-term relationships with our specialists which enable you to:
  - engage them with the Medstars brand.
  - successfully showcase their expertise and help them to establish a sensible online presence - this could involve interviews, supporting them with the co-creation of blogs, the creation of patient-focused videos, photography, social media posts and organising events etc.
- Managing incoming patient enquiries when necessary, liaising with medical secretaries and administration teams to arrange appointments, ensuring confirmation of appointments and subsequently gathering patient feedback.

### **Digital Marketing**

- Interacting with specialists, patients and partners to promote brand awareness across our social media platforms.
- Managing our digital marketing team and bloggers with a fresh, creative input to devise and edit stand-out content.
- Ensuring there is a steady increase in website traffic from our social media platforms.

**CRM**

- Timely tracking and communication of all tasks using Hubspot to assure all relevant team members are informed.
- Creating and distributing friendly and engaging email marketing communications using Mailchimp.

And a bit of everything else! Start-up culture requires flexibility and a lot of initiative. The business is constantly developing so the role is continually evolving.

**Required:**

- 1-2 years marketing and/or client relations experience.
- Excellent verbal and written communication skills, including outstanding proofreading & copywriting skills.
- Great interpersonal skills
- Familiarity with Microsoft Office
- Experience using a variety of social media platforms.
- Self-motivated

**Desirable:**

- Educated to degree level
- Knowledge of SEO and keywords
- Experience with a CRM and e-commerce
- Filming and editing skills
- Adobe Photoshop/Illustrator skills
- Clean driving licence

**Benefits:**

- Great office space in central Birmingham
- Flexible working hours (40 hours a week)
- One work from home day a week
- Support with learning new skills
- 35 holiday days including bank holidays (and optional summer hours)
- Company pension
- Fantastic experience for someone with an entrepreneurial mindset who is interested in the healthcare and business sectors.

To apply, please submit your CV and covering letter outlining your suitability for the role by email to [demi@medstars.co.uk](mailto:demi@medstars.co.uk)