May 2022

Dear prospective candidate

**Director of Partnerships, Marketing and Communication**

**Recruitment Information pack**

Since its creation in 1987 Education for Health has been providing education and training to healthcare professionals. We provide a range of Higher Education courses from Certificate to a full Masters programme along with a growing range of Essentials, Refreshers and webinars across a range of long term conditions.

During the pandemic we created a new model of delivery – an interactive blended online learning model (IBOL), enabling people to access their learning at a time and a pace that suits them. This is supplemented by live interactive webinars and recorded lectures.

This is a pivotal time for the charity; the pandemic had an adverse impact on our income as weary healthcare professionals had no time or energy to devote to training. However, it provided us with an ideal opportunity to refresh our products using state of the art authoring tools and develop a new Learning Management System (LMS). The result was an ambitious automation programme, organisational restructure and functional realignment.

We also used the time review our market and create new products. By bringing together sales and marketing into one directorate we believe it will create a better coherence to enable us to achieve our ambitious plans. We have started the new financial year on a good footing with a plan in place to grow income from £1.2million to £1.4million this financial year, with similar growth each year to 2025. We are confident there is considerable potential to raise the profile of the charity to maximise impact and growth by extending our customer base geographically and widening our reach through strategic partnerships, campaigns, and working with more opinion leaders.

As a member of the Executive Team, the Director of Partnerships, Marketing and Communications will use their experience, ideas, and knowledge of UK healthcare to lead Education for Health’s Partnerships, Marketing and Communications team to fulfil our business plan. A marketing and sales plan will be integral to the board planning session in the autumn and will need to include the following:

* A clear plan and programme of measurable activity to drive sales in line with agreed targets, retaining existing customers to maximise repeat business
* The use of market intelligence to prioritise key customers and clinical areas to target
* Identify and create new partnerships to grow customer base

Closing date: 26th May 2022 midday

The selection process will be in two stages

Stage 1 will take place on 31st May /1st June

Stage 2 formal interview will take place on 6th June

Both stages will be conducted in our offices in Wellesbourne, Warwickshire.

If you would like an informal conversation prior to applying, please email Adam Smith (current Director of Partnerships & Customer Experience) [A.Smith@educaitonforhealth.org](mailto:A.Smith@educaitonforhealth.org) or me on [l.edwards@educationforhealth.org](mailto:l.edwards@educationforhealth.org)

Kind regards



Dr Linda Edwards

Chief Executive