

## Job description: Patient Information, Marketing & Membership Manager

---

<i>Location:</i>	The post will be based at NAM's office, Acorn House, 314-320 Gray's Inn Road, London, WC1X 8DP
<i>Hours:</i>	28 hours per week. Occasional out-of-normal working hours may be necessary
<i>Salary:</i>	£43,680 per annum, pro-rata
<i>Contract length:</i>	One-year fixed-term contract (with possibility of extension)
<i>Annual leave:</i>	25 days, pro-rata
<i>Responsible to:</i>	Executive Director
<i>Primary internal contacts:</i>	Executive Director, Business Manager, Digital Manager, Editors

### **Role overview**

High-quality information for people living with HIV about their health and treatment is essential. It enables people living with HIV to understand their condition and treatment. Information empowers people with HIV to self-manage and to participate in decisions about their treatment and care. It supports them to adhere to their medication and experience better treatment outcomes.

NAM publishes a broad range of patient information resources in print, online, and via mobile device apps and other interactive tools. We are certificated by the Information Standard, the quality mark for trustworthy resources. We have been commended on more than thirty occasions by the British Medical Association in its annual Patient Information Awards.

NAM wants to ensure that people with HIV across the UK have access to NAM's patient information resources. To deliver this, we offer a subscription scheme for HIV testing and treatment centres, which the post-holder will manage. Clinics that take out an annual subscription are able to receive the full range of our award-winning resources. The scheme is intended to ensure treatment centres can fulfil their obligations under NHS England's national service specification for adult HIV treatment services, as well as the guidelines and standards published by the British HIV Association (the UK's HIV clinicians' body). The scheme is also aligned with the desire, expressed in the NHS White Paper, to improve patients' knowledge, skills and confidence so they can become active in their care and support.

To ensure that the broadest range of patients benefit from NAM's information resources, the post-holder will also deliver presentations to patient and community groups, providing them with information to enable participants to make the best use of the range of HIV resources, tools and apps that NAM provides. Over the course of the programme the post-holder will work with NAM's management and editorial team to develop additional patient-friendly presentations on key current topics in HIV, including the effectiveness of treatment as prevention, how treatment

has extended life-expectancy, and living longer with HIV, addressing how to reduce the risk of, or manage, co-morbidities that affect people ageing with HIV.

This is an exciting opportunity that combines community outreach with a sales and marketing role within a small but highly respected national charity.

The post-holder will work closely with our Executive Director and Business Manager.

The overwhelming majority of the work will be based at NAM's office in Kings Cross, London. Some travel will be involved, within London and nationally, to visit clinics and community groups in order to promote new subscriptions, maintain relations with subscribers and deliver patient information-related presentations etc.

## **1. Marketing**

This post will be responsible for:

- Managing and implementing the sales and marketing strategy for NAM's patient information subscription scheme that will maximise income
- Promoting the subscription scheme to relevant providers of HIV testing, treatment and care services around the country, primarily within the NHS but also within the voluntary and private sectors
- Maintaining a thorough understanding of NAM's patient information resources in order to communicate about them effectively
- Liaising with NAM's Graphic Designer and Digital Manager about the production and dissemination of promotional materials.

## **2. Membership management**

This post will be responsible for:

- Building strong relationships with all members and potential members of the scheme
- Managing and updating the customer database
- Taking, logging and processing orders from customers
- Managing resource distribution processes (including the relationship with NAM's mailing house)
- Liaising with NAM's Business Manager about invoicing and credit control issues
- Delivering high levels of customer service to members and potential members of the scheme
- Capturing members' feedback and suggestions about the resources delivered through the scheme, and the scheme itself
- Ensuring the subscription package meets members' needs, which includes addressing the needs of the materials' end-users (i.e. people living with HIV).

## **3. Patient and community outreach**

This post will be responsible for:

- Developing, promoting, booking and delivering presentations to patient groups on how to access and utilise NAM's resources

- Developing, promoting, booking and delivering presentations to patient and community groups (e.g. African community groups) on current topics in HIV treatment, prevention and support
- Exploring and developing new platforms for information dissemination to increase the reach of NAM's patient information and news reporting services
- Planning, developing and delivering Facebook Live events.

#### **4. Supporting activities**

This post will be responsible for:

- Liaising with NAM's Digital Manager and other editorial colleagues about how best to evolve resources to meet clinics' and patients' needs
- Compiling reports on patient information forums used for internal monitoring and for external funding reports
- Compiling reports on subscription volumes and distribution levels that can be disseminated directly to members, where appropriate, used for internal monitoring and for external funding reports etc.
- Maintaining stock control of NAM's printed resources, liaising with the mailing house and NAM's Digital Manager as necessary
- Managing relevant budget lines
- Ensuring NAM's procedures for processing customer data comply with the Data Protection Act.

#### **5. Other**

This post will be responsible for:

- Maintaining up-to-date filing and scheduling systems for all activities
- Participating in relevant NAM team meetings
- Contributing to NAM's organisational development and strategy
- Other tasks as required, consistent with the position's grade within NAM.