

## **Social Media and Marketing Assistant**

### **Job description**

To support the Office Manager and the wider team in social media and comms work to create engaging content for the company's social media presence. This will include keeping social media channels updated and brand-focused, seeking out new social media avenues and ways of connecting with audiences. All these activities need to be carefully tracked and reported upon at regular intervals and involve the handling of sensitive personal data. This role will also be supporting general administration tasks of the Office Manager.

**Salary:** £18,000 plus share options (upon completion of probation) and wider employee benefits. Salary will be negotiable commensurate with experience (please contact us to discuss)

**Duration:** 12 months contract initially with a view of it moving to a permanent position following this time

### **Skills and Experience**

#### **Essential**

- Evidence of your role managing social media channels
- Experience creating content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Ability to analyse and report audience information and demographics, and success of existing social media projects
- Experience in working with digital marketing and comms work
- Good general IT skills - ability to use a PC/laptop including Microsoft office packages, file-sharing systems, and email
- Good communication and organisation skills
- Ability to work as part of a team
- Evidence of your aptitude for detail, and accuracy
- Evidence of excellent English grammar/ writing skills

#### **Desirable**

- Experience working in social media marketing specifically within the health sector
- Experience of public engagement through digital platforms
- Knowledge of Facebook business manager and Google Ads
- Experience in communicating with members of the public



- Experience handling sensitive personal data
- Knowledge of diabetes

### **Person Specification**

- Positive outlook
- Motivated
- Proactive
- Flexible
- Keen to make a difference
- Ownership of tasks
- Able to work independently or as part of a team
- Honest
- Reliable

### **About Us**

MyWay Digital Health Ltd is a purpose-driven SME that was spun-out of Dundee University in Jan 2017, with the aim of supporting chronic disease management globally through affordable data-driven approaches starting with diabetes.

Our flagship self-management platform, MyWay Diabetes (previously known as MyDiabetesMyWay - the national diabetes platform in Scotland) has a very strong evidence base and value story. Current coverage is around 1/4 of NHS England and over 60,000 data registrants/ >500,00 people have used our platform to access advice.

We aim to grow our UK market coverage further through additional products and services including clinician facing platforms and cutting-edge AI-driven predictive analytics tools. Internationally, we have set up an office in Dubai and are running pilot project in India and the Middle East.

This is an incredibly exciting time to be joining the company and the possibilities are almost limitless for the right candidate. The existing team are friendly, positive and keen to make a difference.

**Our Vision:** Transforming Care of Diabetes and other Long-Term Conditions

**Our Mission:** Improving the lives of people living with chronic conditions through data driven technology solutions

Please send a cover letter and your CV, totalling no more than 3 sides of A4 and in standard size font to [info@mwdh.co.uk](mailto:info@mwdh.co.uk).