

PR and Communications Manager

London, UK

Permanent

£40 – 45K per annum

Who we are

At iPLATO we are more than a tech company. We are revolutionising the health care industry. We are committed to delivering powerful digital solutions that improve lives and to have fun while doing it. Serving millions of patients and thousands of healthcare professionals every day we are a leader in Health Tech.

Across this network our digital solutions enable data driven patient engagement, personalised online consultation powered by machine learning and patient support to people living with diabetes, hypertension and epilepsy. Our aim is to connect patients and transform healthcare.

About the role:

This role will report directly into our Head of Marketing and will also work closely with both the Head of Marketing and Digital Marketing Manager to ensure maximum PR exposure is achieved for all corporate and product brand launches across all agreed media.

iPLATO is looking for an experienced and articulate PR and Communications Manager to manage our PR and Communications requirements across digital/print and broadcast/multimedia/social media and events both nationally and globally to both B2B and B2C audiences.

In order to achieve both national and international recognition for both the iPlato and myGP brands it is essential that we increase our profile to potential B2B (Clinical healthcare professionals/key decisions makers) and to B2C audiences in the UK initially and subsequently to targeted global regions. Our goal is to build a UK share market share, expand internationally, grow

a world leading product or service offerings, and build a team of like-minded committed individuals.

The importance of developing our communications strategy and plans are a high priority for both corporate and consumer facing brands within the business (iPlato and myGP) to ensure the continued recognition and growth of the company.

All internal and external communications plans will also be required to align with the overall business strategy which will form part of the prioritisation of key core agreed messaging and corporate and product communications, including development of executive leadership opinion pieces designed to ensure maximum exposure for our executive team and our overall vision for the company to be delivered across both specialist media and national and global news networks.

The PR and communications manager will also increase measurably the brand and media share of voice within the Health Tech industry sector and general media at large regionally, nationally and globally.

The PR and communications manager will also be responsible for contributing to the internal development of all company communications including, newsletters and home page content for the company intranet regularly updating this communications platform with relevant news to specific internal departments and audiences.

In addition, you will be required to develop supporting comms deliverables as defined by the Head of Marketing to support the overall brand and marketing campaigns across other media and territories as required.

You will also recognise the importance of communications planning and will work closely with the Head of Marketing to develop and to agree the 'content agenda' for the company to be delivered to specific timeframes. You will also have a plethora of experience of communications planning and experience of developing and delivering a calendar of communications plans across agreed media designed to provide true engagement opportunities across not only media/ media contacts

and live B2B events but also communications plans that engage effectively with B2C audiences also.

The PR and communications manager will be able to demonstrate a track record of delivering, high impact, measurable PR and communications campaigns in both B2B and B2C environments for Healthcare and or related brands across FMCG/ Mobile/ Technology brands.

We are a healthcare company and value both communications skills and healthcare knowledge. For this role we value the ability to develop both engaging content, excellent writing skills and a clear understanding of how to develop a planned and strategic communications plan in order to achieve measurable impact across all media to work conjointly and as part of our integrated marketing campaigns. Your responsibilities will be to assist across all marketing and communications requirements and touchpoints as necessary including being able to demonstrate good crisis PR management skills and experience as necessary.

Duties of PR and Marketing Manager include:

- Developing an integrated communications strategy for the company (aligned to the overall business strategy and vision for the company) incorporating PR, marketing, off and online media, regionally, nationally and globally.
- Implementing communications plans (regionally, nationally and globally) to increase brand awareness and recognition for the company and products/app.
- Developing relationships with key media to secure and grow media coverage both online and offline across specialist media and mainstream media (regionally/nationally/ globally)
- Writing UK press releases and creating independently authored opinion pieces including working with executive management to generate 'thought leadership' content for local and national media (specialist and general media).
- Increase valuable speaking and participation opportunities for executive management across national and specialist/ broadcast and general media.

- Adapting UK press releases for international syndication ensuring stories translate to differing international markets.
- Monitoring press stories relating to competitors and the company and its brand and maximising opportunities for positive PR and competitive advantage opportunities. React in a targeted and measurable manner by creating engaging communications opportunities to create a competitive advantage.
- Work to maximise the value of the overall national media/ advertising plans as part of the wider marketing strategies and plans as developed by the Head of Marketing.
- Develop clear communications strategies to foster debate in key media pushing forward the strategic agenda for the company and gaining competitive advantage against competitors in the market place by utilising the media landscape to create an engaging platform, providing access to informative content (broadcast/print/off/online).
- Collate and analyse current communications and brand messaging - ensuring consistency.
- Develop and lead the company's internal communication strategy across the UK and the development of the company intranet newsfeed.
- Communicate the brand effectively and in an engaging manner to internal staff and stakeholders.
- Create a calendar of planned communications content delivery (including multi media assets) – track results – 'test and learn' feeding back findings to the marketing team.
- Work closely with both the Head of Marketing and the Digital Marketing Manager to maximise PR and communications opportunities across overall marketing and brand plans both regionally, nationally and globally.
- Respond to all crisis management PR and communications requirements effectively to minimise any negative impact to the company and the brands affected. Work collaboratively to guide both internal staff (Executive Management/Senior Management

and internal staff) whilst managing ALL media enquiries including drafting of company statements in a very timely manner.

- Deliver of any other comms requirements as necessary and as defined by the Head of Marketing.
- Once agreed with the Head of Marketing – oversee the annual communications budget and ensuring its use is fully maximised across all media channels.
- Working with appointed agencies as necessary to maximise exposure of the Brand and Communications plans developed and agreed.

What we are looking for:

Essential:

- The PR and Communications Manager is responsible for managing all internal and external communications for the company and its respective brands as directed by the Head of Marketing ensuring all communications are on brand and consistent to both B2B and B2C audiences.
- The PR and communications manager will be able to demonstrate a track record of delivering, high impact, measurable PR and communications campaigns in both B2B and B2C environments for Healthcare and or related brands across FMCG/ Mobile/ Technology brands
- Highly articulate individual with excellent written communications and presentation skills are essential.
- A relevant Bachelor's degree qualified at 2.1 or above. A proven ability to lead communications strategies in other leading organisations where gaining a significant 'share of voice' across all media has been measurably achieved.

- Devising UK and global communications strategies and plans to drive engagement both internally and externally where online and mobile traffic to the company website, apps and social media channels is delivered.

Desirable:

- Working knowledge of the NHS
- International market experience in US, Germany, Australia, Canada
- A relevant masters degree would be an advantage

What we offer

- A full structured training programme to ensure you are confident in your new role
- 25 days holiday plus bank holidays
- Company Share Option scheme and travel loan after probation is passed
- An amazing team and fun social calendar

No agencies

If you are looking to make a difference and help transform the healthcare industry, please forward your CV and covering letter to careers@iplato.com ensuring that you write in the subject field **"PR and Communication Manager"**.

By applying to this role you are confirming you have read and agree to our privacy notice which can be found [here](#).

If you have not heard within 2 weeks of application, please presume you have not been successful.