

LIFEPOINT HEALTHCARE MARKETING COORDINATOR



This is a fantastic opportunity for a results-driven and hands-on individual to join the team at Lifepoint Healthcare. At Lifepoint Healthcare, they help UK consumers and companies alike find the best private medical insurance policies. Our policyholders have peace of mind knowing they have priority access to private medical professionals and treatment, at the time and location of their choosing.

This role is remote with company headquarters in London. You'll report directly to the business owner who will work with you on strategic and big picture goals.

As the Marketing Coordinator, you will be responsible for coordinating, planning, and executing marketing campaigns across multiple media channels to generate leads, acquire new customers, and retain existing customers.

Your job will be to take the strategic guidance and make it a reality with tactical implementation and execution. The ability to organize, plan, and structure your workload in an autonomous fashion will be absolutely key to your success in this role. We neither have the time nor the inclination to micromanage you. You'll have a lot of freedom in this role but also a lot of responsibility.

The six non-negotiables of this role are:

- Copywriting. You must have a natural way with words. You'll be crafting direct marketing campaigns across email, direct mail, web, and social media. Your written skills need to be excellent and we will expect to see samples of your previous work.
- Tech-savvy. You don't need to be a technical expert but you must be tech-savvy and be able to quickly learn how to use new marketing tools and technologies. While we don't expect you to know all of the tools we use, we do expect you to be comfortable with it and able to pick up the concepts. Your daily tools of the trade will be CRM systems, content management systems, email marketing, etc.
- Leadership potential. Initially, you'll be our only in-house marketing person but as you and the business hit goals, we fully expect this role to morph into a marketing team leader role where you will manage a team of marketing assistants.
- Project management. Ideally, you've had experience in project management. A large part of this role is creating and adhering to deadlines, drafting budgets, and moving simultaneous projects forward to completion. You know how to get the right people involved to get the job done.
- Teachable and coachable. There will be a LOT of learning on the job as we do marketing very differently. There is no place here for know-it-alls. We hire based primarily on attitude.
- Self-starter. Goals will be clearly defined from the outset. Often, it will be your job to determine what needs to happen, when, and how. The attitude of continually starting things on your own is very important.

Perks of the job:

- This is a 100% remote position.

- Gain management and marketing experience
- This role starts at 20 hours per week with the potential for full time after an initial 3 month period.

HOW TO APPLY:

Send CV to Carolyn Esposito at hr@successwise.com along with approximately 400 words on why Lifepoint Healthcare and what interests you in this role.

NEXT STEPS:

If you're a fit, we'll send you a Content Task to perform. Please complete accordingly. If we like what you've done, we'll follow up with a Zoom interview.