

Title: Marketing and Events Assistant

Location: This is a fully remote role

Term: Permanent, Full Time

Reporting Relationship: The position will report to the head of Marketing

ICHOM – Background:

ICHOM is a non-profit organisation committed to transforming healthcare. ICHOM was co-founded in November 2012 by Professor Michael Porter of Harvard Business School, Stefan Larsson from the Boston Consulting Group, and Professor Martin Ingvar of the Karolinska Institutet. Its mission is to unlock the potential of Value-Based Health Care by defining global Standard Sets of outcome measures that really matter to patients for the most relevant medical conditions and by driving adoption and reporting of these measures worldwide.

ICHOM brings together leading experts from around the world with a number of different initiatives. Standard set development remains at the core of what we do and we have produced 39 standard sets so far. This work is widely publicised through our conference programme, in 2019 more than 1200 delegates from 44 countries attended the largest gathering of VBHC professionals. Following the global pandemic the conference has been delivered through a series of virtual events, concluding with the largest virtual event for 3 days in November 2020. Our Partner Programme offers implementation support to providers who require help implementing standard sets. Our online community, ICHOM Connect, offers a space for healthcare professionals to meet, discuss, evaluate and benchmark their projects and future work. ICHOM is now on the brink of a major development with the launch of machine readable standard sets and a global benchmarking platform. This year will see the team double in size as we prepare for a period of major growth.

Job description:

ICHOM is seeking a Marketing and Events Assistant. This candidate will work autonomously across our Conference and Marketing teams, assisting with the development of our ICHOM Conferences as well as assisting our Head of Marketing in her day to day operations including managing all of ICHOMs Social Media platforms. You will be able to manage multiple projects at any one time, prioritising and re-prioritising continuously and be an energetic, people-focused problem-solver who can work as a self-directed individual, whilst equally happy as a member of a team.

Responsibilities:

- Works under the direction of a marketing director or manager to help reach the company's marketing goals and objectives
- Assist and manage marketing campaigns across ICHOM for standard sets, benchmarking platform and the Virtual Learning Series
- Research market trends, demographics, pricing strategies, and other relevant information that helps managers and directors develop marketing plans
- Analyses surveys, polls, and other market research to look for patterns and trends



- Delivers reports on research findings through written documents and verbal presentations
- Assists in creating promotional materials, including brochures, blogs, marketing copy, loyalty programs
- Provides fact-checking, copy-editing, and formatting assistance during the creation of content: brochures, website and other promotional materials
- Monitor and manage ICHOMs Social Media accounts (Facebook, LinkedIn, Twitter) and create monthly statistic reports. Help develop and update Social Media Marketing Plan, draft and post approved social media activity
- Organises and plans the production of all major marketing materials by working closely with printers, and other involved parties
- Helps to plan promotional events hosted by the company's marketing department
- Expand and cleanse the CRM system where necessary
- Work with other members of the team to support the management and growth of our Community Site ICHOM Connect

Qualifications/Experience

- 1 years experience in a Marketing of Events Assistant role or equivalent degree
- Proficient in Microsoft Office (Word, Excel, PowerPoint), G Suite (email, Drive, etc.)
- Strong English written and oral communication skills required.
- Excellent organizational skills with outstanding attention to detail needed.
- Incumbents must possess the ability to work independently and as part of a team.
- Adept at problem solving and using judgment in situations requiring independent initiative and tact is necessary.
- Ability to manage multiple projects simultaneously.
- Very strong interpersonal skills
- A strong passion for improving health care
- Excellent writing and presentation skills

To apply

Please complete the attached application form and return to jobs@ichom.org