



Recruitment Pack  
Social Media Content Creator  
Marketing and Communications  
Bolton



**Healthier, happier for longer, we make lives better**

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## Welcome & Introduction to the role

Hello and thank you for your interest in the Social Media Content Creator role which sits within our Marketing and Communications team in Bolton.

ABL is an exciting fast-paced, growing community health organisation. As an experienced, CQC registered, provider of community health services, we are passionate about delivering evidence based, innovative, effective and relevant health care services in partnership with individuals, communities and stakeholders.

## Employee Benefits

**abl**  
a better life

# Employee Benefits

	<b>Birthday Day Off</b> We want employees to feel special as individuals and what better way to do that than giving them an EXTRA day off for their birthday		<b>Employee Assistance Programme</b> You can contact Health Assured 24/7 for counselling, legal information, bereavement assistance, medical information or CBT.
	<b>Flexible Annual Leave Scheme</b> <i>The aim of this policy is to offer staff additional flexibility, where possible, in respect of their time off from work</i>		<b>Flu Jabs</b> Each year in the run up to flu season you are able to claim back £10 towards the cost of your flu jab.
	<b>Maternity Leave</b> Up to 3 years - 6 weeks full pay 3-5 years - 6 weeks full pay 5 years + - 8 weeks full pay		<b>Free Eye Test</b> Employees who regularly work on a laptop/desktop computer as part of their role, can have the cost of their eye test reimbursed and can apply for £50 towards the cost of their glasses.
	<b>Employee Referral Scheme</b> Any current employee who completes a referral will receive £150 in their pay once the referred colleague passes their probation period.		<b>Staff Awards</b> Bi-Annual staff award days. Quarterly Hero
	<b>37.5 hour working week</b> ABL wants to offer our employees a good work life balance and therefore from 1 <sup>st</sup> January 2023 we will be reducing the FTE weekly working hours from 40 hours to 37.5.		<b>Blue Light Card</b> This comes with a small cost when registering, but offers a huge range of savings in shops, restaurants, for travel and much more.
	<b>Cycle to work scheme</b> Save money on a new bike and spread the cost. You could save at least 25% on the cost of your new bike and accessories.		<b>Employee Volunteer Day</b> Employees are entitled to take one day paid leave to take part in volunteering activities

## Our History

ABL was founded in 2009 by people who believed they could and should change the world!

As a GP and former teacher, Sheena Bedi and Denise Leslie had first-hand experience of community health services that had failed people, the very people who needed them most. The dynamic pair believed they could provide a different, more flexible approach, by combining their expertise in healthcare, education and experiences of the social and economic problems that held people back. They vowed they would find a way to support and encourage people to lead **healthier**, **happier** lives for **longer**, whatever their background. ABL was born, ABL stands for A Better Life.

ABL knew that if they put people at the heart of the services, stepped in their shoes and experienced life from their perspective then they could start to create a new approach to healthcare.

Taking services into communities; making them accessible and by removing the traditional clinical surroundings and approach, they became more engaging and responsive. By constantly assessing the ABL approach and listening to the people and communities we work with, our services became a truly responsive community healthcare offer.

ABL came to understand that a multi-disciplinary approach worked best, that by creating a shared language with a range of professionals from varied backgrounds we could support the whole person and empower them to really make a difference within their community.

To this day ABL still work and engage in this way, we are working not only to design and develop services that treat and support people who are experiencing health problems, but are dreaming up and creating effective ways that we can educate and empower people to eliminate health issues in the future.

ABL staff believe they can change the world, we all deserve 'A Better Life'. Do you hold these values dear, does our way of working resonate with you, do want to be a part of our team?



## Healthier, happier for longer – we make lives better.

Our organisational values revolve around our passion to make all our services:

- People Powered
- Bold
- Effective
- Thoughtful

### People Powered

We place people at the heart of our approach. We listen to their wider experiences and needs and work with them to co-design practical solutions to their problems.



### Bold

If we do things the way they have always been done nothing will change. We are passionate about finding new approaches, employing new technologies and engaging with the latest sector research to help communities make long lasting, sustainable change.



### Effective

Our success depends on our ability to transform the lives of the people and communities we work with and we pride ourselves on delivering results. Our work is evidence based and we are skilled at delivering on targets and monitoring and recording our impact for all our stakeholders.



### Thoughtful

We believe in the value of reflection. By taking time to understand and reflect on 'the bigger picture', we ensure that as an organisation we keep on learning and that our staff and services keep growing and evolving.





## Meet the ABL Leadership Team



**Denise Leslie (BSc Hons, PGCE) *Chief Executive and Founding Director***

Denise, co-founded ABL with a passion and drive to make a difference to people's lives through innovative community-based healthcare services. Founded in 2009, in a small office in Bolton, the company now delivers positive behaviour change services across the country.



**Nick Warnett (BSc Hons, PGCM) *Commercial Director***

Nick joined ABL after working in performance and quality at an NHS commissioning organisation and has experience in designing and commissioning healthcare services for hard to reach groups. Nick was drawn to ABL's passion for making a difference and having a sustained impact on people's lives.



**Donal O'Donoghue (MB BCh, BAO, FRCSEd, FRCSEd (Orth) *Medical Director***

Having been enticed by the holistic vision of the company, Donal joined ABL in 2017. Donal is an experienced clinician, senior manager and former NHS medical director. With four young adult children, Donal is passionate about ensuring every child has the support they need to achieve their full potential. Since joining ABL, his focus has been on quality, governance, and performance management.



**Paul Richardson (FCA) *Finance Director***

Paul has more than 20 years' experience working with PLCs, SMEs and private equity investors, in social care, construction and the fire and security sectors. Paul has director responsibility for Finance, HR and IT as well as supporting all parts of the business as member of the executive team and main board of directors.



**Andy Leslie (BSc Hons, PGCE, NPQH) *Director of Operations and Governance***

Andy has extensive experience in high level management roles at comprehensive schools and academies, predominantly in deprived areas. He ensures ABL services are education and prevention-based and that interventions are based on best teaching practice.

## ABL Services

Passionate about and committed to reducing health inequalities, ABL deliver a range of health and wellbeing services across the country including:

Service	Brief Description
<b>Specialist (Tier 3) Weight Management</b>	Multi-disciplinary support including medical, psychological and therapy, nutrition, dietetics and exercise behavior change support. For adults with BMI of 35+ to achieve and sustain long-term weight loss and provide support and referral for Bariatric surgery where appropriate.
<b>Stop Smoking and Tobacco Control</b>	Our stop smoking advisors support smokers for a minimum 12-week intervention. Whilst we support all smokers, we offer targeted support to priority groups including, people with long term conditions, pregnancy, young people and routine/manual workers and include pharmacotherapy.
<b>Community (Tier 2) Weight Management</b>	Support adults with a BMI >25-40 to take realistic, small steps to becoming more active, making positive food choices and goal setting.  ABL also offer healthy weight pathways including integrated tier 2, tier 3 adult and family weight management services (in commissioned areas only).
<b>Family Weight Management</b>	Specialist and community family weight management for families and young people. Includes a multi-disciplinary approach with family focused support including nutrition, exercise and behavior change.
<b>Low Calorie Diet Programme</b>	Part of a new NHS programme which provides a low calorie diet treatment for people who are overweight and living with type 2 diabetes. The service supports people to make healthy lifestyle changes, achieving remission wherever possible. The multicomponent programme combines specialist nutrition, psychology, and physical activity support.
<b>Intensive Personalised Support</b>	Our IPS service take a whole family approach to supporting children and young people with a learning disability and/or Autism, who display challenging behaviours. We work with individuals and their families to understand the reasons behind behaviours and implement a co-produced behaviour support plan, with the aim of keeping the child at home and out of long term hospital stays or residential care.
<b>Patient Participation in Prisons</b>	An award winning service facilitating and leading quarterly health care councils in 35 prisons across the North of England, enabling patients to be actively involved in decisions about their healthcare services within their custodial setting.
<b>Integrated Wellbeing Services</b>	We offer realistic and practical support for people to make life long healthy behaviour changes, supporting people to manage their weight, stop smoking, move more, drink less alcohol and falls prevention.
<b>Workplace Health</b>	Supporting workplaces such as museums, hospitals and councils across the North West to understand health and wellbeing needs of their employees. Includes training, nutrition analysis, tailored workplace health packages.

## Achievements



We've supported **over 6,000 people** to quit smoking.



We've supported **over 11,000 people** to lose weight.



**Over 14,500** of our clients have increased their physical activity.



**Over 16,000** of our clients have improved their mental health.



We are award winning:  
Social Impact award,  
Growing Business  
Awards November 2022.  
HSJ Partnership Award in  
2020



Co-producing pioneering,  
innovative research  
projects across our  
smoking services.



We are Investors in  
People Accredited.



We are a Disability  
Confident Leader.



*ABL Prison Team, collecting their HSJ Partnership Award for their innovative procurement project that gave a serving prisoner a voice in the procurement process of healthcare services.*

*ABL team collecting their Social Impact Award .*





## About the role

### Job Description

#### Social Media Content Creator

Job Title:	Social Media Content Creator
Location:	This role will be considered as a remote opportunity, (office space is available). Attendance at the Bolton office will be required on a monthly basis and travel to ABL services will be essential with varying frequency.
Salary:	£22,000- £23,000
Hours:	37.5 per week
Type of Contract:	Fixed Term until 31 March 2024 (with the potential to become permanent).
Accountable/Responsible to:	Head of Marketing and Communications
Staff Accountable to Postholder:	None

#### A Fantastic Opportunity Awaits...

We are inviting a talented Social Media Content Creator to join our progressive health and well-being organisation. This role is your chance to make a real difference, working closely with a range of services to create and manage engaging content, promoting our new and existing services across various social media platforms.

As an integral part of our team, you'll enjoy the flexibility of working remotely. But that's not all - this exciting role comes with the opportunity to travel across the UK, capturing the essence of our services through on-site photography and content creation.

## Role description

As the social media content creator you will be responsible for determining a vision for digital marketing that drives the business, grows the brand and builds stronger relationships with our audiences. You will deliver a wide range of integrated digital communications so that ABL may inform, inspire, involve and influence its internal, external and stakeholder audiences. With a keen performance focus, this role will not only deliver significant value to the business in terms of profile raising to support business growth, it will also be a catalyst for further digital enablement within the business.

You will be expected to develop, implement and evaluate all communication activity; manage projects to ensure that work is completed on time, within budget, and to high standards; and act as a brand guardian to ensure branding and brand values are applied consistently. The successful applicant must have the ability to manage their own workload and run integrated or discrete projects, whilst working effectively as part of a team.

## Duties and Responsibilities

This post will work under the line management of the Head of Marketing and Communications for ABL.

Key responsibilities will be:

- **Content Creation:** Generate, edit, publish, and share content daily (original text, images, video) that builds meaningful connections and encourages community members to take action (make healthy lifestyle changes, sign up to service etc).
- **Service Promotion:** Actively promote new services to key stakeholders using various social media channels.
- **Photography:** Travel to service sites across the country for on-site photography and content creation.
- **Brand Development:** Enhance brand identity by designing posts with Adobe Creative Suite that align with our company's ethos and audience's interests.
- **Deadline Management:** Work on tight schedules and adapt to real-time changes to ensure timely content creation and publishing.
- **Analytics:** Track and analyse the performance of our social media initiatives to maximise results and continuously improve future strategies.

## Skills and Competencies Required

- Proven experience as a Social Media Content Creator or similar role.
- Familiarity with Adobe Creative Suite and other visual design tools.
- Experience in the health and wellness sector (preferred but not mandatory).
- Ability to deliver creative content (text, image, and video).
- Knowledge of SEO, keyword research, and Google Analytics.
- Familiarity with online marketing channels.
- Excellent communication skills.
- Strong analytical and multitasking skills.
- Ability to travel for on-site content creation.

## **Qualifications**

Qualifications in marketing, communication, or a related field are preferred, but we'll consider relevant experience too. This role would suit someone who enjoys a fast paced work environment with a great support network that already exists.

## **Career Progression**

At our organisation, we believe in nurturing our employees' growth. As we continue to expand, we offer substantial opportunities for career progression.

## **Standard Information**

### **Information Governance**

Employees of ABL Health must comply with the provisions of GDPR and the Data Protection Act 2018. The postholder must not; either during the course of their employment, or following termination of their employment, disclose any information relating to service users or employees, or of the lawful business practices, of the organisation.

The postholder will be required, when and where appropriate to the role, to comply with the processing of requests under the Freedom of Information Act 2000.

The postholder must comply with ABL's policies that protect the information assets of the organisation from unauthorised disclosure, modification, destruction, inappropriate access or use. The postholder will be responsible for maintaining the clinical and/or corporate records that fall within the remit of this role to the standards in ABL's records management policies, and data quality processes and standards.

### **Health & Safety**

Compliance with the Health & Safety at Work Act 1974 – the postholder is required to fulfil a proactive role towards the management of risk in all of their actions. This entails the risk assessment of all situations, the taking of appropriate actions and reporting of all incidents, near misses and hazards, and a statutory duty of care for their own personal safety and that of others who may be affected by their acts or omissions.

### **Safeguarding is Everyone's' Business**

ABL has a responsibility to ensure that all children / young people and adults are adequately safeguarded and protected. As a consequence, all ABL's employees, temporary staff and volunteers are required to adhere to ABL's safeguarding policies / procedures in addition to local and national safeguarding policies and to act upon any concerns in accordance with them.

### **Smoke Free**

ABL is Smoke - Free. Smoking is not permitted on any of our premises or the surrounding land including car parking facilities.

## **Training**

The postholder must attend any training that is identified as mandatory to their role.

The range of duties and responsibilities outlined above are indicative only and are intended to give an overview of the range and type of duties that will be allocated. They are subject to modification in the light of changing service demands and the development requirements of the postholder.

## **Equality, Diversity & Human Rights**

It is the responsibility of every person to act in ways to support equality and diversity and to respect humanrights, working within the spirit and detail of legislation including the Equality Act 2010 and the Human Rights Act 1998. ABL is an equal opportunities employer and aims to challenge discrimination, promote equality and respect human rights.

## Person Specification

Job Title: Social Media Content Creator	ESSENTIAL	DESIRABLE	METHOD OF ASSESSMENT
<p><b>Qualifications and experience</b></p> <p>Degree, equivalent qualification or relevant experience in marketing, project management design or a related subject</p> <p>CAM Level 4 Diploma in Digital Marketing</p> <p>CIM Certificate in Professional Marketing (Digital)</p> <p>CIM Diploma in Professional Marketing</p> <p>Experience of managing and writing content for social media and marketing campaigns</p> <p>Project managing, content creation and planning/scheduling experience on: LinkedIn, Facebook, Instagram, Tik Tok, Twitter and You Tube</p> <p>Google Analytics and SEO experience</p> <p>Experience in identifying and devising digital campaigns that engage, inform and resonate with key groups</p> <p>Experience of producing high quality physical marketing materials</p> <p>Animation creation and film editing</p> <p>Adobe software or similar</p>		<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>Application Form/ Certificates/Interview</p>



<b>Skills &amp; Knowledge</b>  Excellent communication skills for a range of different mediums  Knowledge of marketing principles and brand management  Effective social media marketing skills  Creative design skills  Photography skills	✓  ✓  ✓  ✓	✓	Application Form/ Interview/
<b>Job Specific Requirements</b>  The ability to travel independently (ABL services span the country, some travel to visit services will be required)  Work flexibly and adapt to suit service need	✓	✓	Application Form/ Interview

## How to apply

### Application Form

As a *Disability Confident Employer*, we are committed to ensuring that our recruitment process is inclusive and accessible. If you have a disability or learning difficulty which means you are unable to complete an application form, please contact us to complete a telephone assessment. If you feel your disability or learning difficulty prevents you from completing the application form, please contact us to discuss your personal circumstances.

We are happy to accept application forms electronically or written by hand. You can also request an application form in a larger font size.

### Contact Details

If you have any questions about the role or would like to discuss the post further, please contact:

NAME: Sarah Lever, Head of Marketing and Communications

CONTACT DETAILS: [slever@ablhealth.co.uk](mailto:slever@ablhealth.co.uk)

The closing date for this vacancy is 12 noon on Monday 21 August 2023.