



The Health Services Authority is responsible for the provision and administration of primary and secondary levels of healthcare services and public health functions for residents of the three Cayman Islands through a 124-bed hospital on Grand Cayman, a 18-bed hospital in Cayman Brac, satellite outpatient clinic in Little Cayman and four District Health Centers on Grand Cayman offering the most comprehensive range of inpatient and outpatient services in a single health system in the Cayman Islands.

We invite applications for following position:

### **DIGITAL MARKETING OFFICER**

**Salary range: CI\$62,316 – CI\$72,615 per annum**

**The Digital Marketing Officer works collaboratively with the Marketing team in the planning and development of strategic marketing and growth initiatives to build brand awareness and grow patient volumes for all HSA services. The Digital Marketing Officer strengthens the HSA brand through management & updating of a comprehensive website and various digital media platforms, to ensure that the public is aware of the advantages of using the HSA as their provider of choice.**

**Primary Responsibilities:** The successful candidate provides reliable, up-to-date content and engage various target audiences; create and publish engaging public content on web and social channels and be our in-house expert on social and digital engagement. Postholder maintains updated website and intranet daily; implement and maintain project management software for various ongoing projects; assist in the development and launch of the new website; maintain and update local business listings and digital guidelines; maintain and oversee various paid digital marketing channels (Facebook/Instagram Ads, Google Ads, local digital ads, etc); update and manage social media accounts; implement and maintain CRM system and email marketing. The successful candidate must be able to identify trends in digital communications and stay up to date with the latest technology and best practices. The ability to work to a high standard, despite the fast-paced, pressured environment is key.

**Qualification and Experience:** The successful candidate must have a Bachelor's degree in Website Development/Computer Sciences, Digital or Marketing Communication Relations or Business Administration, with at least five (5) years' experience in website application platforms and digital/social marketing. The candidate must demonstrate a strong understanding of medical/hospital operations and how outcomes are communicated. The candidate must also demonstrate proven experience with digital marketing and website management.

**A remuneration and benefits package, commensurate with experience and qualifications, will be offered to the successful candidate.**

**NOTE: Incomplete applications will not be considered. All applicants must complete and submit an HSA Application Form, and resume via e-mail to [hsa.jobs@hsa.ky](mailto:hsa.jobs@hsa.ky) using pdf format. Log on to our website at [www.hsa.ky](http://www.hsa.ky) to access Application Form and Job Description.**

**A Completed COVID-19 vaccine is required for employment at the HSA.**

**Deadline for positions: May 15, 2022**

**My health. My team. My choice.**

## Job Description

<b>Job title</b>	Digital Marketing Officer	<b>Job Holder</b>	
<b>Reports to</b>	Marketing & Communications Manager	<b>Section</b>	Administration

## Background Information

The Cayman Islands Health Services Authority (“HSA”) is responsible for the provision and administration of primary and secondary levels of healthcare services and public health functions for residents of the three Cayman Islands through a 124-bed hospital on Grand Cayman, a 18-bed hospital in Cayman Brac, satellite outpatient clinic in Little Cayman, four District Health Centers on Grand Cayman and two outpatient clinics in George Town, offering the most comprehensive range of inpatient and outpatient services in a single health system in the Cayman Islands.

The Digital Marketing Officer works collaboratively with the Marketing & Communications Manager in the development of strategic marketing and growth initiatives to build brand awareness and grow patient volumes for all HSA services.

## Job purpose

Strengthen the HSA brand through management & updating of a comprehensive website and various digital media platforms, to ensure that the public is aware of the advantages of using the HSA as their provider of choice.

To provide reliable, up-to-date content and engage various target audiences. The post-holder will create and publish engaging public content on web and social channels and be our in-house expert on social & digital engagement.

## Dimensions

The post holder will assist in ensuring accurate and timely information is available internally and to the public through digital platforms.

In the performance of duties, the Digital Marketing Officer will work with the internal communications team, staff and partners to create and share relevant and timely content. The post holder will be able to provide advice on effective operations of digital channels.

## Duties and responsibilities

### Web & Social Media:

- Maintain & update the website and Intranet daily
- Implement & maintain project management software for various ongoing projects

- Assist in development and launch of new website
- SEO analysis and implementation across the website
- Maintain and update local business listings & digital guidelines
- Maintain and oversee various paid digital marketing channels (Facebook/Instagram Ads, Google Ads, local digital ads, etc).
- Update & manage social media accounts, utilizing social media software to schedule content and social listening alerts
- Create compelling, timely content for web and social media including Twitter, Facebook, Instagram, and LinkedIn
- Provide website, social and digital reporting
- Implement and maintain CRM system and email marketing
- Maintain consistency of the hospital's image and brand identity
- Identify trends in digital communications and stay up to date with the latest technology and best practices.

## **Qualifications, Experience & Skills Requirement**

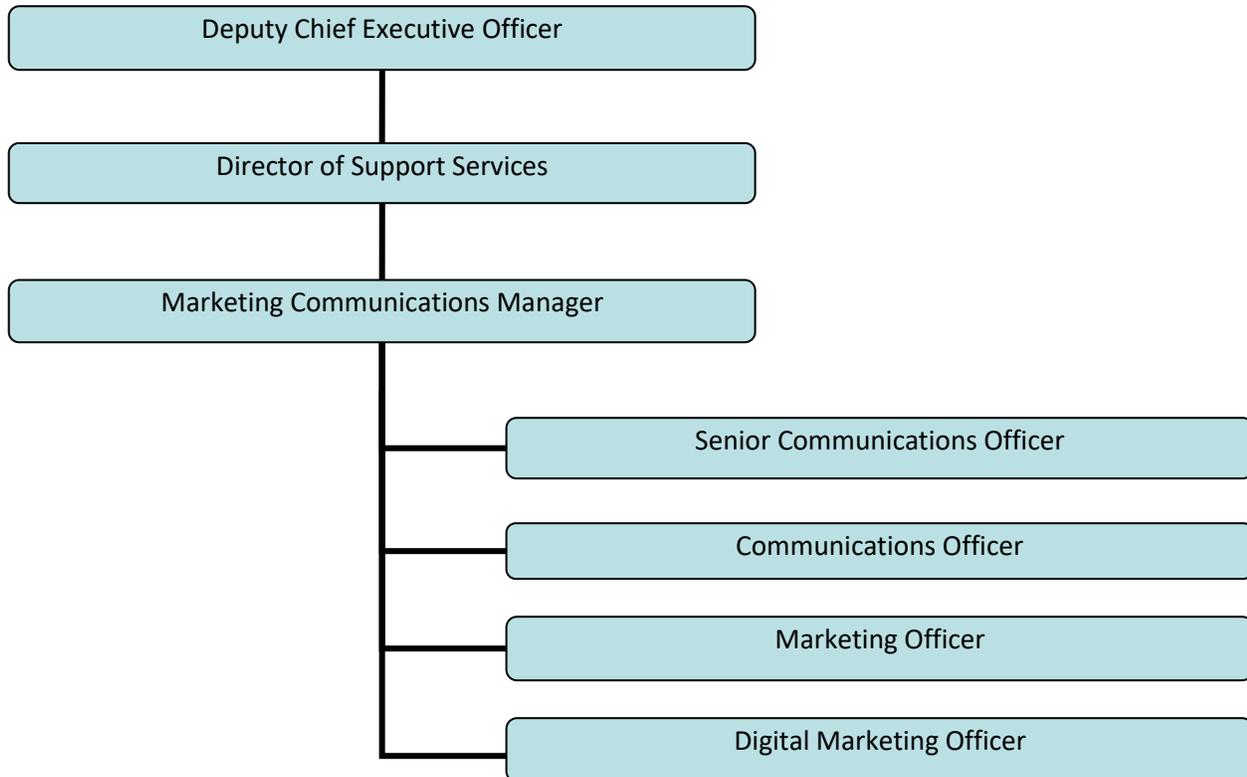
The post holder should have a Bachelor's Degree in website development/computer sciences, digital or marketing communications relations or business administration, with at least 5 years' experience in website application platforms and digital/social marketing.

The post holder should have a strong understanding of medical/hospital operations and how outcomes are communicated. While diverse skills are necessary, the following skills are essential.

- Strong analytical skills & insight
- Strong research and problem-solving skills.
- Strong written and oral communication skills.
- Strong organizational and project management skills.
- Experience in web monitoring tool management (ie Google Analytics)
- The ability to provide sound advice to persons at all levels at the HSA.
- Highly developed interpersonal skills, including the willingness and ability to be a team player.
- Proven experience with digital marketing & website management
- Identifying and working with online influencers, partners, sponsors
- Good knowledge of web design and implementation processes

- Experience in SEO, Google Analytics, social media publishing tools and marketing strategies
- Ability to work to a high standard and degree of accuracy, despite the fast-paced, pressured environment.
- Good command of Microsoft Office and related software.

## Reporting Relationship



## Direct reports

The post holder will not have staff reporting to him/her

## Other Working Relationships

The post holder may be a part of project teams and assignments involving representatives from other sections of the HSA, as well as the private sector.

## Decision Making Authority and Controls

The post holder will be expected to have the necessary knowledge and experience to assist in decision making in line with best practices in strategic and tactical integrated communications matters, within the ambit of the principal accountabilities outlined. Formal signoffs will be referred to the Marketing & Communications Manager, Director of Support Services or DCEO as appropriate.

## Working conditions

Normal working office environment apply however it is not uncommon for the post holder to be subject to varying and unpredictable situations, many interruptions, long irregular hours, multiple calls and inquiries, meetings and be on call. The post holder is generally required to attend HSA events and meetings with various agencies, departments, etc.

## Physical requirements

The position requires the incumbent to do repetitive tasks.

## Problem/Key Features

The Digital Marketing Officer will be responsible of maintain a comprehensive website and various digital media platforms, ensuring that the public is aware of the advantages of using the HSA as their provider of choice.

Because of the interaction with key Government agencies and industry persons, a high degree of professionalism in the post holder's comportment is expected.

Sensitive matters pertaining to healthcare which may be discussed in the public arena may likely require special communications support to ensure that there is no breach of patient confidentiality.

The ability to quickly understand and convey complex concepts for diverse audiences is vital, as is the need to practice workflow efficiency.

The position requires the post-holder to effectively manage stress in a high paced environment and manage staff of various levels and from differing backgrounds and therefore must have high level, complex problem-solving abilities both in groups and in one-on-one situations.

Capable of working with staff and assisting them in their continued development, as well as enhancing their performance in a supportive team environment.

The position may also require periodic work outside of normal business hours to complete assigned tasks and meet agreed deliverables. The requirements of the position are time sensitive and requires excellent planning and time management skills.

<b>Approved by:</b>	
<b>Date approved:</b>	
<b>Reviewed:</b>	CHRO MARCH 2022
<b>Next Review</b>	