

# Content & Marketing Manager, Oviva UK

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**Hours:** Full-time

**Reports to:** Product Lead

**Accountable to:** Operations Director

**Location:** Central London

**Start Date:** May 2019

## About Oviva

Oviva is a technology-enabled healthcare company founded in 2014 seeking to offer the most accessible and high-quality care possible to people with health conditions related to diet. We believe good health starts with nutrition and lifestyle, not with medications.

We operate in Switzerland, Germany and France as well as the UK and are backed by Europe's leading venture funds.

In the UK we provide services to the NHS across the country, embracing technology so that we can provide high quality care at a lower cost.

Our services consist of:

- Digitally enabled treatment programmes for patients with specific health conditions, including relevant and engaging content and access to our smartphone app, designed to support behaviour change
- Expert advice, support and coaching from our specialist dietitians

We can only deliver all of this with the help of our incredible and dynamic team. Having a culture that people want to work in is very important to us and we're proud to say 96% of our team would recommend working for Oviva. We do this by keeping our values at the forefront of everything we do, from patient care to internal culture:

- We put the patient first
- We measure & improve
- We tackle it together

## The Role

We are looking for a talented writer and content manager to take ownership of copy direction and tone of voice across all our patient facing programmes and other communication channels.

This is an exciting opportunity for a versatile, creative and ambitious communicator as you will be driving our content strategy at a pivotal time, supporting us to scale up our services and achieve rapid growth. If you love writing and managing engaging content then this is the role for you.

We are interested in candidates who also have experience in a marketing role though this isn't essential.

## Key Responsibilities

- Take ownership of copy direction and tone of voice across communication channels
- Lead on content development for all channels, including patient-facing content, website copy, blog posts, social media, white papers and press releases, switching tone and style to suit audiences
- Produce content that is engaging and creative. This includes writing and proof-reading content for our patient facing programmes, sourcing appropriate images and templates, and leading multi-media initiatives working with freelancers to produce videos, patient stories, infographics, programme guidebooks, leaflets and flyers
- Manage email campaigns using email automation tools, analysing results to optimise emails and produce drip and lead campaigns
- Own marketing and comms collateral and resources, ensuring these align with our brand values, style guide and key messages and can be utilized across all channels
- Ensure collateral and resources are maintained, organised and accessible to ensure consistency across the company
- Lead development of our company website, analysing performance alongside roll-out of the SEO strategy, growing our community of patients and NHS professionals
- Develop and manage a relevant and impactful social media strategy

## The Ideal Candidate:

- Outstanding copywriting skills and the ability to produce multiple pieces of content simultaneously
- A hands-on mentality: an executor who takes things on, has a track record of delivery and is willing to go above and beyond
- Excellent communication skills and effective at working across functions
- Demonstrable experience in a copywriting, content management or marketing role, including content development for a range of audiences
- Proven experience of implementing successful digital media strategies
- Excellent project management skills and ability to pragmatically prioritise activities and manage stakeholder requests.
- A strong eye for detail.
- Experience using content and marketing tools such as WordPress, email automation platforms, Google Analytics and social media platforms
- Ideally, you'll have experience of working in healthcare, health and wellbeing or nutrition and have an understanding of the NHS market, though this isn't essential

## Our Offer

- The opportunity to make a meaningful impact in transforming healthcare in the UK.
- Challenging task in a high-growth environment, with lots of freedom to innovate.
- Fun and casual office team based near between Southwark, London Bridge and Waterloo East, and opportunities to work remotely.
- £30-35k salary depending on experience, plus company pension.
- 25 days holiday with the option of 5 days unpaid leave.
- Regular team socials.

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To apply, please send your CV and cover letter explaining why you would be excellent for the role, along with examples of your written work to [becky.gray@oviva.com](mailto:becky.gray@oviva.com).

Please contact [becky.gray@oviva.com](mailto:becky.gray@oviva.com) if you have queries about the role.