

# Marketing & Content Manager, Oviva UK

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**Hours:** Full-time

**Reports to:** Partnerships Lead

**Accountable to:** Managing Director

**Location:** Central London

**Start Date:** May 2019

## About Oviva

We believe good health starts with nutrition and lifestyle, not medication. Our mission is to help 50 million people lead healthier and happier lives by 2025 by providing the best diet and lifestyle therapy through technology.

Oviva is a technology-enabled healthcare provider founded in 2014 seeking to offer the most accessible, personalised, high-quality care possible to people with health conditions related to diet. Crucially, we embrace technology to overcome the efficiency challenges facing the NHS.

We do this by:

- Creating unique, digitally-enabled treatment programmes for patients, delivered by dietitians supported by a multi-disciplinary team of psychologists, psychological wellbeing practitioners, specialist nurses, activity experts and health coaches.
- Offering patients access to expert advice in a time and place of their choosing, via phone, our smartphone app and online learning portal (with tailored video, audio and written learning content).

Our services are delivered in partnership with the NHS, supporting quality and efficiency improvements. Today we provide NHS services in 57 Clinical Commissioning Groups and were recently selected for the NHS England Digital Diabetes Prevention Programme and the NHS England Innovation Accelerator. Beyond the UK we also operate in Switzerland, Germany, and France, and are backed by Europe's leading venture funds.

We can only deliver all of this with the help of our incredible 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 seeking an experienced marketer to help position Oviva as the leading provider of both digitally-enabled therapies and remote dietetic services in the NHS. This role will play a key role in our plans to enable more people to improve their health.

This is an exciting opportunity for a versatile, innovative and ambitious communicator to help us share our story.

Owning our content marketing and social media strategy, you'll be joining Oviva at a pivotal time, supporting us to scale our services and achieve rapid growth.

## Key Responsibilities

You will:

- Develop Oviva's brand and tone of voice, ensuring all communications are aligned across the team.

- Own brand collateral and marketing resources, ensuring that all resources are maintained, organised and accessible to ensure consistency across the company.
- Lead the content marketing strategy: developing, editing, reviewing, publishing and analysing results. This includes copywriting (social media, articles, press releases, white papers, website copy, newsletters, case studies and patient stories) and developing materials in both digital and print media (including working with freelancers to create videos, infographics, flyers and posters).
- Manage email marketing campaigns to prospective clients and service users using email automation tools, working with sales and operations leads to optimize emails, analyse results, and produce lead nurturing campaigns.
- Lead development of our company website, analyzing performance alongside roll-out of the SEO strategy.
- Develop and manage a relevant and impactful social media strategy, growing our community of patients and NHS professionals.
- Work closely with our partnerships, operations, clinical and product teams to support content development and campaigns, taking a lead role in ensuring that all content aligns with our brand values, style guide and key messages and can be utilized across all channels.
- Manage external agencies and freelancers.

### The Ideal Candidate:

- A hands-on mentality: an executor who takes things on, has a track record of delivery and is willing to go above and beyond.
- Outstanding copywriting skills, with the ability to produce multiple pieces of content simultaneously.
- Excellent communication skills and effective at working across functions.
- Demonstrable experience in a marketing and communications role, including content development for a range of audiences
- Proven experience of implementing successful digital and social media strategies
- Excellent project management skills and ability to pragmatically prioritise activities and manage stakeholder requests.
- A strong eye for detail.
- Experience of using WordPress, Google Analytics, social media platforms, MailChimp, content management systems and other content and marketing tools.
- Ideally, you'll have experience of working in healthcare and 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 [Olivia.Hind@oviva.com](mailto:Olivia.Hind@oviva.com).

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