

## **JOB DESCRIPTION**

**JOB TITLE:** Practice Co-ordinator and Social Media Assistant

**RESPONSIBLE TO:** The Senior Partners

**HOURS:** 35 to 37 hours per week consisting of shifts as follow:  
Monday, Tuesday and Thursday 8.15am to 6.15pm (3 x 9-hour days),  
Friday 8.15am to 5.15pm (8-hours)  
Plus, one Saturday morning a month, 8.15am to 1.15pm (5-hours)

On occasions, there may be the opportunity / requirement to work up to an additional 2 hours per week flexibly on extra marketing-related tasks.

### **Overall Job Purpose:**

To fulfil a co-ordination role within the Practice to ensure that it is well-organised, efficient, professional and welcoming and is effectively and innovatively promoted and marketed through social media and Practice marketing materials.

### **Key Responsibilities:**

- To deliver exceptional patient care via face-to-face, telephone, e-mail and social media communication within a vibrant, active and busy environment
- To deal with patients and visitors in a respectful, warm and polite manner so that they are made to feel welcome and put at their ease
- To assist the Practice Manager in the implementation of her role and in doing so maintaining the smooth running of the Practice.
- To support with the creation of content for and management of Creative Chiropractic's social media presence, ensuring accurate, engaging and informative content.
- To work in partnership with internal and external personnel to assist in the delivery of marketing campaigns, including the updating of practice marketing materials
- To assist with marketing and patient statistics, including data gathering
- To maintain administration systems, including producing letters, e-mails and invoices in line with relevant procedural manuals and Governing Body Organisations
- To ensure the accuracy of appointments within the Practice for multiple Practitioners by accurately recording information in the computerised booking system
- To take payment from patients and carry out the associated recording procedures
- To assist with the monitoring and ordering of stock
- To comply with legal requirements including health and safety, equal opportunities, data protection and disability discrimination

## PERSON SPECIFICATION

The Practice Co-ordinator and Social Media Assistant is crucial to the patient's impression of Creative Chiropractic both within the Practice and via social media.

This role can be seen as a 'bridge' between the patient, the team and the business social media content and an extremely vital part of ensuring the smooth-running of the Practice.

For many people, an appointment with a healthcare professional can be stressful, particularly if they are in pain. Being able to put the patient at ease, whether through face-to-face, telephone, email or social media contact, makes a vital contribution to the consultation and appointment with the Practitioners.

It is desirable for a successful Practice Co-ordinator and Social Media Assistant to have the following experience, skills and qualities:

- Excellent communication skills, both verbal and written with a focus on attention to detail
- Competent and confident level of I.T. Skills (preferably MS Office) and social media platforms
- The ability to work under pressure and to multi-task (imperative)
- Experience within both a customer-facing and telephone environment, preferably (but not essential) in a medial or healthcare environment
- Customer focused with a calm, warm and reassuring approach
- Confidence and a can-do attitude
- Assertiveness and use of own initiative
- Positive and enthusiastic approach
- Reliability
- Flexibility
- Innovative and creative thinker
- Numeric skills
- Planning and monitoring skills
- Discretion and confidentiality
- An interest in healthy living

From time to time it might be necessary to undertake work not within this Job Description to meet the operational needs of the Practice.