**Structure**

* Reports to: Senior Account Manager/Account Director (TBC)
* Member of: Consumer Practice, London

**Graduate Trainee, Healthcare Communications**

**Job Description**

**The Team**

As part of the global FleishmanHillard/Omnicom healthcare network, our UK-based international team is the largest of 13 teams in Europe, offering deep, sector-specific expertise and award-winning creativity.

The team are a diverse bunch of collaborative individuals. Strategists, scientists, industry professionals, journalists, advocates and media professionals, all specialists within the healthcare sector. As creative as they are strategic, with a broad spectrum of talents, experiences and expertise which all come together to tackle complex issues and deliver outstanding results for our clients.

**The Work**

We are experts at driving engagement by designing and bringing to life healthcare communications programs that are informed by insight and data-led strategy. We are inspired by developing communications that improve access and uptake of therapeutic and diagnostic innovations and approaches, linked directly to health outcomes.

We also work across the entire heath spectrum:

**Capabilities**

* Internal communications
* Global and national media relations
* Product launch communications
* Brand communications
* Advocacy programing
* Narrative and message development
* Market access communications
* Issues management
* Health public affairs and policy communications
* Medical education

**Therapy Areas**

* Neurology and immunology
* Cardiovascular medicine
* Rare diseases
* Vaccines
* In Vitro Diagnostics
* Diabetes and metabolic syndrome
* Respiratory
* Fertility and reproductive health

**Role overview**

You will be responsible for driving media coverage, crafting high quality content, supporting new business activities and ensuring the smooth running of the administrative and operational aspects of accounts.

You will support multiple client accounts from day one, supporting account teams to drive results through media relations, executive profiling, content development, social media and events support.

You will also play a role in supporting the team on new business and marketing efforts to continue to grow the practice and portfolio of clients we have. See [here](https://fhflondon.co.uk/work/) for current case studies.

**Your day to day:**

* Developing media target lists, research around the news agenda and finding creative angles to promote stories
* Media relations, pitching stories to journalists and drafting writing press releases and bylines
* Assisting in the coordination of events such as press conferences, media briefings, analyst meetings, media tours and trade shows
* Assisting with the drafting of client proposals and/or media materials: plans, presentations and reports
* Support in creating key press materials including press releases, social media content, briefing documents and coverage reports
* Supporting campaign & programme development through relevant research and contributing ideas to planning meetings and brainstorms
* Researching client and competitor products and services to feed into client strategy/new business proposals
* Reporting and providing analysis on the results of online/offline campaign activities
* Actively contributing to new business initiatives

**A little bit more about us**

As an [agency](https://fhflondon.co.uk/careers/) we offer a whole host of additional benefits from private medical and financial consulting to inhouse massage and wellness clinics. We care about the whole you: your physical and mental health, your family, your development, your longer-term aspirations, your wallet and even your gigs outside of work – for more details see [here](https://issuu.com/fhflondon/docs/fhf-benefits-booklet)

Check our [Insta](https://www.instagram.com/fhflondon/?hl=en) feed to get a feel for the day to day.

We are committed to creating an inclusive work environment with a diverse workforce. All qualified applicants will receive consideration for employment without regard to race, religion, ethnicity, gender identity, sexual orientation, national origin, disability or age. As an agency we celebrate individuals’ strengths and ambitions - both professionally and personally - encouraging you to be yourself and bring your personal passions to work.

Joining FHF brings the benefits of belonging to a top global network whilst enabling individuals to grow in a genuinely entrepreneurial environment. Not to mention our Gold PR Week Award for ‘Best Places to Work’ (2020)!

We are part of the [Omnicom Group](https://www.omnicomgroup.com/) (NYSE:OMC), the leading global advertising, marketing and corporate communications company.

We treat your data in the strictest confidence. For further information our Data & Privacy policy is located on our website at http://fhflondon.co.uk