



Sales & PR Intern Recruitment Pack



Private GP practice in Suffolk with a strong interest in Functional Medicine

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Thank you

Thank you for your interest in this position. Enclosed is the information you will require to assist you in applying for the role.

To apply please can you complete the application form – note CVs without application forms will not be accepted.

Please ensure your full name is on all documents and note that applications can only be considered if all the documentation is completed.

Applications should be e-mailed to business@countryhealth.co.uk.

For an informal discussion and visit please contact Dr Frey via drfrey@countryhealth.co.uk

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About Dr Frey

Dr. Frey has dedicated his life to helping people take control of their health. His aim is to help his clients to learn how to become healthier and take or regain control of their health.

Over 25 years of studying and practice in a variety of fields in medicine in Germany, England, Estonia and Switzerland, give Dr Frey a vast amount of experience.

He first began treating patients in Germany in 1992 in cardio-thoracic surgery, followed by abdominal and vascular surgery, orthopaedics and trauma in state-run hospitals and a private hospital. In order to expand his skills, he moved to the UK in 1997 where he spent three years training as a general medical practitioner, further specialising in diabetes care.

After several years, Dr. Frey took time out to reflect – moving to Estonia where he joined a spa hotel as strategic development director and chief physician. He became a life and health coach and was featured on Estonian TV. Dr Frey began exploring the fascinating field of functional medicine and developed screening tests and treatment packages for the hotel clients.

Soon, he opened his first private practice, exploring a different way to offer healthcare. After modifying his patient's diet, he saw drastic and often permanent improvements in their health, this despite years of unsuccessful treatment by specialists.

After a short period in Switzerland as a single-handed GP, he moved back to England. In addition to his private work, he supports the “outstanding” rated NHS practice StowHealth in Suffolk as a locum GP.

On his way he gained an MD “magna cum laude”, membership of the Royal College of General Practitioners (MRCGP), a Diploma in Diabetes Care from Warwick University, skills in acupuncture and neural therapy, and even life coaching, homeopathy, Reiki and EFT (Emotion Freedom Technique or Tapping)



Contact details:

- www CountryHealth.co.uk
- Email contact@countryhealth.co.uk
- Practice tel: 01449 833 833

Welcome Letter from CountyHealth

Dear Applicant

Thank you for your interest in joining the team at CountyHealth.

CountyHealth is committed to delivering high quality support which requires us to have a supportive and cohesive team.

Experience in customer service is beneficial but the right candidate with the right attitude has a good chance to be successful. Training will be given if necessary.

We would welcome visits to the practice – please arrange these with Dr Frey.

If you believe that you have the skills and enthusiasm for the task, we very much look forward to receiving your application.

CountryHealth

Where we are:

Our practice is in 23 Great Colman St, Ipswich, Suffolk, IP4 2AN.

History:

We started operating from Woolpit Complementary in February 2015 and are registered with the CQC. In March 2017 we commenced a lease of 23 Great Colman Street in Ipswich to provide a doctor's led private GP and complementary healthcare centre.

Services provided:

We are constantly expanding our services. Our core practice areas are:

- Private GP practice
- Functional Medicine practice
- Health screenings
- ComCare360 - company healthcare
- Online shop: supplements, ebooks, webinars
- Complementary therapies through our affiliate partners

IT software:

WriteUpp – our software is in the cloud to keep us on the ground

JOB DESCRIPTION

TITLE: Sales & PR Intern

HOURS: 3 hour sessions within our core hours of currently
10 AM to 4 PM on Mondays to Fridays and
10 AM to 1 PM on Saturdays

MAIN PURPOSE

Participate in various stages of our sales and PR campaigns.

You should be prepared to work in a fast-paced team environment, and will finish the internship having gained broad experience in various aspects of sales & PR.

We're in search of an applicant with the right combination of initiative, organisational skills, and sales know-how to help us grow. In this internship, not only will you be working directly with our CEO, but you'll also get coached and get hands-on opportunities building leads, qualifying customers, and closing deals, in a way that will leave you incredibly prepared for any sales job you want going forward.

What we are looking for:

- A background in Sales, Marketing, and Business Development
- Strong oral and written communication skills
- High level of comfort working with clients
- Enthusiasm, creativity, and a desire to learn the trade

If you want to launch your career in a collaborative, fast-paced community, then we want to hear from you!

GENERAL

CountryHealth is looking for an undergraduate student in the Ipswich area. You should have excellent verbal and written communication skills, with extensive knowledge of Web and social media. PowerPoint, Word and Excel experience is a bonus, and will be considered when choosing the best applicant for this internship position.

The role involves the use of a computer and keyboard skills along with the ability to organise and prioritise a varied workload.

You will be required to act in a professional manner at all times and adhere to practice policies, protocols and guidelines.

Training

Training will be provided in house. Training requirements will be monitored by yearly appraisal. Personal development will be encouraged and supported by the practice.

Accountability

Although accountable to Dr Frey, you are ultimately responsible for your own work and must ensure that limitations are always acknowledged. Full training will be provided.

Administration

You need to keep a record of your activities.

Meetings

We hold regular staff meetings to discuss the smooth running of our practice. The only reason for not attending will be annual, study or sick leave.

Liaison

You will work closely with staff and affiliate healthcare providers and will be expected to communicate and liaise with other members of the Practice team.

PRINCIPAL DUTIES AND RESPONSIBILITIES

Responsibilities

- Assist in the creation of signage, circulars, mock ups, e-mail campaigns, on line promotion, etc.
- Assist in the distribution or delivery of marketing materials
- Assist with fulfillment of marketing offers
- Assist with execution of trade shows
- Assist with the preparation and delivery of training materials
- Perform analysis of marketing and sales data
- Monitor and post on blogs, forums, and social networks
- Seek and analyse competitor marketing and sales materials both on and offline
- Prepare presentations
- Open and sort mail
- Enter contact information into contact management systems
- Provide support to social media efforts
- Maintain tracking report of public relations activity

SPECIAL REQUIREMENTS FOR THE POST

- An understanding, acceptance and adherence to the need for strict confidentiality
- An ability to use own judgement, resourcefulness, common sense and local knowledge, to respond to enquiries and requests while adhering to practice limitations
- An understanding and acceptance of one's capabilities and awareness of own limitations
- Ability to work without direct supervision and determine own workload priorities
- Basic keyboard and computer skills
- Flexibility of working hours
- Excellent communication skills
- Telephone Skills
- Verbal Communication
- Listening
- Professionalism
- Customer Focus
- Organisation
- Informing Others
- Handling Pressure
- To fully embrace a healthy lifestyle

Health & Safety:

The post-holder will assist in promoting and maintaining their own and others' health, safety and security as defined in the practice Health & Safety Policy, to include:

- Using personal security systems within the workplace according to practice guidelines
- Identifying the risks involved in work activities and undertaking such activities in a way that manages those risks
- Making effective use of training to update knowledge and skills
- Using appropriate infection control procedures, maintaining work areas in a tidy and safe way and free from hazards
- Reporting potential risks identified.

Equality and Diversity:

The post-holder will support the equality, diversity and rights of patients, carers and colleagues, to include:

- Acting in a way that recognizes the importance of people's rights, interpreting them in a way that is consistent with practice procedures and policies, and current legislation
- Respecting the privacy, dignity, needs and beliefs of patients, carers and colleagues
- Behaving in a manner which is welcoming to and of the individual, is non-judgmental and respects their circumstances, feelings priorities and rights.

Quality:

The post-holder will strive to maintain quality within the practice, and will:

- Alert other team members to issues of quality and risk
- Assess own performance and take accountability for own actions, either directly or under supervision
- Contribute to the effectiveness of the team by reflecting on own and team activities and making suggestions on ways to improve and enhance the team's performance
- Work effectively with individuals in other agencies to meet patient's needs
- Effectively manage own time, workload and resources.

Communication:

The post-holder should recognise the importance of effective communication within the team and will strive to:

- Communicate effectively with other team members
- Communicate effectively with patients and carers
- Recognise people's needs for alternative methods of communication and respond accordingly.

Information Governance

As an employee you will have access to information that is sensitive to either an individual or to the organisation and you are reminded that in accordance with the requirements of Information Governance, NHS Code of Confidentiality, Data Protection Act 1998 and also the terms and conditions in your contract of employment, you have a duty to process this information judiciously and lawfully; failure to do so may result in disciplinary action.

Rehabilitation of Offenders Act 1974

This post is subject to an exemption order under the provisions of the Rehabilitation of Offenders Act 1974. This stipulates that all previous convictions, including those that are 'spent' must be declared. Previous convictions will not necessarily preclude an individual from employment within the practice but must be declared in writing at the appropriate stage during the recruitment process. You must have a clear DBS check.

Review

This Job Description will be reviewed periodically and may be amended according to the requirement of health care policies and job requirements. It is intended as a guide to the range of duties covered and should not be regarded as an inflexible specification and is not intended to be exhaustive.

Role Experience, Knowledge and Skills Profile

Essential Job Requirements	How Tested	Weighting
Qualifications GCSE Grade C or above in English Language and Mathematics or equivalent	A	M
Experience Experience of working in customer service	A	M
Skill, Knowledge and Abilities Demonstrates basic IT skills, including the ability to use e-mail Demonstrates an understanding of confidentiality	I I	H H
Personal Attributes Ability to work effectively as part of a team Demonstrates effective verbal and written communication skills Demonstrates effective interpersonal skills	I I I	H H H
Other Job Requirements Ability to undertake further training deemed pertinent to the role	A/I	M

A: from application form | I: during Interview | M: medium | H: High

About CountryHealth



Private GP Practice with Focus on Functional Medicine

Our patients usually get in touch when they need help that the NHS cannot provide. We can advise you on symptoms, organise specialist tests that are often not available on the NHS and can also refer you privately to specialists. We want to find the root cause of your problems, not just cover the symptoms with medication.

As a private medical patient, you can expect more personal, friendly consultations and appointments at times that suit YOU.

To fully explore your concerns, we don't limit you to "one problem per 10 minute appointment". Instead, our appointments typically take 30-60 minutes. Unfortunately, we cannot offer A&E services.

Our approach is different. We want to find the root cause of your problems, not just cover the symptoms with medication.

We offer a range of services to our clients to help them to Get Well and Stay Well.

- Health Screenings
- Genetic Testing
- Nutritional / Functional Therapy
- Food Intolerance Testing
- Bowel Cancer Screening

To find out more, please visit our website: www.CountryHealth.co.uk

Practice address:

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