



Healthcare marketing and communications Placement: ELAROS

ELAROS is a UK-based digital health provider, incubator, and accelerator of solutions for the health, care, and wellness sectors. ELAROS is working with over 60 health organisations and more than 40 Universities globally on a variety of projects aiming to tackle problems relating to asthma, COPD, urology, dehydration in care homes, neurorehabilitation, clinical trial management, and most notably, recently in long COVID and ME/CFS.

Most of our work is driven by clinical demand in the NHS for digital services to modernise and revolutionise healthcare management in clinics and also the healthcare provision to patients in an effective, remote manner in order to help to reduce the burden on staff resources, provide quality, personalised care to all users, and to reduce the net carbon footprint by replacing outdated paper systems.

In 2025 we launched our first consumer-facing health and wellness mobile application for people with Long Covid called the C19-YRS, which is a publicly available version of our NHS-facing app that has previously been restricted to people seen at NHS services.

As ELAROS continues to commercialise its product mix further, we are offering a *Healthcare Marketing and Communications Placement* to a final or penultimate-year University student to help drive our marketing campaigns which target:

1. NHS clinical services supporting Long Covid, ME/CFS, and other patient groups
2. Private clinical services in the United Kingdom
3. People with Long Covid and ME/CFS directly

To do this we will require the candidate to help develop engaging content such as news stories and product updates, designed for different media channels including LinkedIn, Instagram, and our websites.

Candidates who are in their final year of university will have the opportunity to work with Elaros' full-time following their academic studies in 2025 if they are able to demonstrate impact during this placement.

We are looking for someone with a health related and/or marketing background who wants to use their experience in a creative way that will have a high and immediate impact on healthcare by supporting healthcare professionals and patients to connect with advanced specialist knowledge, tools, and services developed internally and with leading Universities in order to deliver and access care more effectively, efficiently, and as simply as possible.

You can expect to get involved in producing high quality educational, informative, marketing, and specialist material for clinicians, clinical support staff, commissioners, patients, and everyday readers through marketing collateral and general communications. This may take the form of how-to guides or training videos for staff



and patients that simplify the science underpinning our systems, meaning people can better understand their condition or how to use our solutions. You will also help to maintain and enhance ELAROS' public image by managing our various websites and social media channels by keeping our content, such as news stories, case studies, and testimonials up to date.

By working alongside our internal team and external academic and clinical partners you will develop your writing style and learn to create engaging content for many different platforms which will be seen by thousands of people in different countries.

We would hope to see a competent, enthusiastic self-starter with a can-do attitude who is ready for a responsible yet rewarding role and keen to help ELAROS on its social mission to have a positive impact on society. We place great value on individuals and their work/life balance, with unique opportunities for someone at the start of their career to develop yourself, progress your learning, and be a part of our team.

ELAROS is a small, but fast-growing agile team of self-starters in a sociable, friendly environment where personality is important. To get a better understanding of our work, make sure to visit elaros.com, c19-yrs.com, and c19-yrs.me.

To apply, please provide a CV and covering letter to recruitment@elaros.com

The closing date for new applications is 11th April 2025

Candidates who are shortlisted will be contacted on or before Monday the 18th April, 2025, notifying them of interview dates.

Whilst we aim to respond to all applicants where possible, candidates who have not been successful should not expect to hear back.



What we're looking for:

Essential

- Achieved or on track to achieve a 2:1 University degree classification or higher in a health-related and/or business & marketing-related degree
- Demonstrate enthusiasm and commercial drive to work in the healthcare business
- Have a passion to work in healthcare and produce creative and engaging communication
- Possess a high level of attention to detail
- Excellent communication and interpersonal skills
- Display very strong organisational and time management skills
- Be professional, approachable and confident in sharing their ideas
- A team player with excellent initiative and problem-solving skills
- Able to objectively assimilate information
- Agile and multidisciplinary working, to apply knowledge and thinking from different fields to solve problems
- A disciplined self-starter, proactive and flexible
- Excellent relationship management skills
- Ability to both be creative and bring new ideas to the role and to be focussed in delivering ambitious business objectives;
- Confident communicator (written and verbal) – transfer information with clarity and asks questions.
- Demonstrates adaptability – willing to learn and support where required.
- High degree of accuracy and attention to detail – excellent proof-reading ability
- Good time management skills with the ability to work under pressure to meet deadlines
- Ambitious and driven with a can-do attitude and a willingness to learn.
- Creative flair and can confidently create and present ideas for consideration.
- Proficient knowledge of MS Office (Word, Excel, Outlook)

Desirable but not essential:

- Experience with content creation, for example Instagram, TikTok, LinkedIn, blog posts
- Graphic design experience, e.g. Adobe, Affinity, Canva
- Video editing experience
- Social media management and engagement strategies



What's in it for you

- A paid internship at 10 hours per week during your university studies
- Future opportunities to work with Elaros full-time following University, or other summer / industry placements
- Competitive part-time salary, paid monthly
- Ability to work remotely from home or in our office in Sheffield
- Self-managed working hours, centred around the regular 9-5pm business working hours
- Ongoing training and development opportunities

Job Type:

- Paid placement

Schedule:

- 1-2 days per week worked flexibly around your studies

Other Information:

Closing date for new applications: 18th April 2025

Candidates who are shortlisted will be contacted on or before Friday the 18th April, 2025, notifying them of interview dates.

Applicants for a summer placement starting June or July are welcomed and may be considered for an upcoming opening.

Whilst we aim to respond to all applicants where possible, candidates who have not been successful should not expect to hear back.

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Principal duties and responsibilities

Social media campaign management

- Working with Elaros' marketing team on:
 - Producing engaging content to promote Elaros' company and products
 - Scheduling posts and monitoring engagement, refining strategies
- Desk research on the latest social media trends, generally and specific to the healthcare sector
- Managing Elaros' Instagram, Facebook and LinkedIn pages

Website management:

- Learning / researching Elaros' current product portfolio and their utility to support patients and staff users
- Working with Elaros' marketing team to keep up to date with latest news relating to the company and its products
- Keeping Elaros' product websites up to date with new news stories, partnerships, and progress
- Engaging with clinical care and other NHS organisations to increase awareness, seek support and new commercial leads

Client success management:


















- Supporting Elaros with the onboarding of new customers by developing effective yet simple training material, such as by:
 - Illustrating user pathways
 - Developing training videos and user guides
 - Creating high-level product presentations
 - Creating product brochures and marketing tools

Other business support:

- Upskilling in marketing strategies, web development, project management disciplines
- Product development support by pushing new features to our apps
- Undertaking desk research, such as market research, horizon scanning and literature reviews to support the initiation and delivery of internal and joint-funded projects and consultancy contracts



Typical Company Benefits for staff longer-term

-  Work from home or at our office in Sheffield.
-  Flexible working hours.
-  Time off in lieu, subject to prior agreement (e.g. for travelling/attending conferences at weekends).
-  Salary review every year.
-  Additional cost-of living review each year in line with inflation.
-  Company-wide bonus incentives.
-  25 days annual leave (on top of bank holidays).
-  Take Christmas Eve off.
-  Equity options available for exceptional performance.
-  All business-related travel and expenses paid.
-  Continuous learning and self-development as part of your day-to-day.
-  Access to a personal training account each year.
-  Bi-annual team socials and a meal out.
-  Deliver social impact through improved patient healthcare.
-  Deliver world-class research with our global network of partners and collaborators.
-  Work at a rapidly growing start up, with numerous opportunities for self-development, responsibility, and ownership of projects at an early stage of your career
-  A whole lot of fun on an exciting journey