

Executive Assistant (Business Development & Marketing Support)

Job Description/Advert

(last updated 6/7/26)

Job Reference: EA2607

Job title: Executive Assistant to the MD, with Business Development & Marketing Support
(part time, fixed-term, 1-year initial contract)

Main purpose of job:

We are seeking a highly-organised, responsive and resilient Executive Assistant to provide dedicated support to our MD, Dr Shabnam Berry-Khan. This role is central to keeping the MD's day-to-day work on track – managing inbox and diary, chasing what needs chasing, formatting what needs formatting, and, over time, developing a genuine understanding of the MD's priorities so that tasks can be anticipated rather than simply actioned.

Alongside, the role has a genuine business development and marketing dimension. The successful candidate will work closely with the MD and wider team to help implement our business development plan – supporting marketing content and campaigns, and helping track and follow up on referrals and leads so that opportunities are not missed. This is not a purely administrative role: it requires someone who understands how sales, marketing and referral relationships work and can bring that thinking into their day-to-day support.

This is a hands-on, relationship-driven role. It requires someone confident enough to hold their own within a busy leader's schedule, discreet enough to be trusted with sensitive business and clinical-adjacent information, and warm enough to integrate naturally into an established, values-led team.

So, who is PsychWorks Associates?

A rehabilitation service offering psychological support and case management to individuals and families who have experienced a personal injury, we are one-of-a-kind here in the UK. We have won and been shortlisted for several awards and enjoy deeply what we do, whether in the back office or frontline. We take the core mission of our work – to help improve lives – very seriously and apply that to our staff and Associates, as well as our clients.

It will therefore work best if you're able to tap into your authentic interests and enthusiasm when applying for this role.

Our values and referrer promise

We want the individual in this role to actively believe in and promote our business values which, you will see from our website, are key to what we do and the experience of collaborating with us.

You will also see that our promise is to provide a service that leaves people better off as a result of connecting with us. Whether to a client, a referrer, a colleague on the client's wider team or an Associate, what we offer is compassionate, high quality and reliable support, internally and externally to the service.

Position reports to: Dr Shabnam Berry-Khan, MD

Location:

- Office-based at head office. This role is not a work-from-home position: in-office presence during working hours is essential to the function of the role.
- Occasional attendance at other locations for meetings, events etc. may be required.
- Hours:
- Part-time: 9:30am-2:30pm, Monday–Friday (25 hours per week).
- Hours are initially set at this level with a view to extending both days and/or daily hours following successful completion of probation, subject to business need and mutual agreement.

Contract:

- Initial 1-year fixed-term contract, with the possibility of extension or a move to a permanent contract subject to business needs and performance.

Salary & Benefits:

- Salary £30,000 per annum (pro-rata for part-time hours)
- 25 days' annual leave (pro-rata) plus 1 day's birthday leave, 1 day's 'duvet day' leave, plus Bank Holidays (all pro-rata for part-time hours)
- Training opportunities
- Workplace pension

Executive Assistant Duties:

- Sort and triage the MD's email inbox, ensuring nothing is delayed, overlooked or forgotten, and flagging or actioning items appropriately.
- Manage and coordinate the MD's diary, prioritising and resolving competing demands on her time.
- Support the MD with a range of wider business tasks as directed, including research, project support and ad hoc problem-solving.
- Format and prepare documents, reports, presentations and correspondence to a professional, polished standard.
- Chase colleagues, Associates, referrers and other external contacts on the MD's behalf to ensure timely responses and follow-through.
- Support the MD with social media and wider business marketing needs.
- Develop, over time, a strong working understanding of the MD's priorities, working style and business needs, in order to anticipate and pre-empt tasks rather than simply respond to them.
- Create and maintain clear standard operating procedures (SOPs) for recurring tasks and processes.
- Book in and coordinate the MD's line management meetings, and support the MD in ensuring employment responsibilities (e.g. supervision, appraisals, check-ins) are consistently upheld.
- Gather and collate data across a range of business needs as required.
- Respond flexibly to the wider hub/service team's administrative needs when required, working collaboratively alongside colleagues.

Business Development & Marketing Support Duties:

- Work with the MD and wider team to help implement the business development plan, tracking progress against agreed activities and flagging what's falling behind.
- Support the creation and scheduling of marketing content and campaigns, including LinkedIn posts, email sequences and Canva-designed assets.

- Track and follow through on business contacts, using CRM/business systems (e.g. HubSpot) to log activity and ensure nothing falls through the cracks.
- Chase and follow up with referrers, prospects and Associates on behalf of the MD and team to keep business development activity moving.
- Help coordinate business development events (e.g. associate social events, conference attendance, referrer engagement activity) from planning through to follow-up with other colleagues in the team.
- Support basic reporting on marketing and business development activity (e.g. campaign performance, referral pipeline) to help inform decision-making.
- Contribute ideas and undertake market research to strengthen PsychWorks Associates' referrer relationships and market presence over time.

Skills and Personal Specifications

Essential:

- Proven experience as an EA/PA supporting a senior leader, business owner or director
- Demonstrable experience in a sales, marketing or business development support role (e.g. campaign coordination, lead/referral tracking, CRM use)
- Excellent command of spoken and written English
- Highly organised, with strong prioritisation and time-management skills
- Competent in the use of IT systems (including Microsoft Office e.g. Excel, Teams/SharePoint, calendar management tools, CRM/business systems)
- Confident using or quickly learning marketing tools (e.g. Canva, email marketing platforms, LinkedIn scheduling)
- Discreet and trustworthy when handling confidential business and client-adjacent information
- Right to work in the UK

Skilled in:

- Confidently managing a busy leader's schedule and, where needed, pushing back
- Building rapport and trust quickly, including with referrers and external contacts
- Written and verbal communication, including marketing/business-facing copy
- Representing and embodying the organisation's interests in communications
- Problem-solving and critical thinking
- Contributing to a positive team spirit and integrating within an established team
- Growth mindset and positivity to change

Ability to:

- Work independently and use initiative
- Work under pressure and manage competing priorities
- Get 'under the skin' of the business and the MD's working style over time
- Be proactive and anticipate needs before being asked
- Track and follow through on business development activity without being chased
- Maintain strict confidentiality
- Attend the office daily for core hours
- Demonstrate good attention to details

Desirable:

- A degree in a relevant field (e.g. marketing, business)
- Previous experience of working in a clinical, legal or professional services environment
- Direct experience with HubSpot specifically

- Experience developing SOPs or process documentation
- Familiarity with employment/HR administrative processes (e.g. supervision, appraisal scheduling)
- Presentation skills
- Experience planning or coordinating business events
- Experience with paid or organic social media strategy beyond content scheduling

Diversity and Inclusion

We are committed to fostering a diverse, inclusive, and equitable workplace where everyone feels valued and respected. We believe that diversity of experience, background, and perspective strengthens our team and drives innovation. We welcome applicants from all walks of life and are dedicated to ensuring that all individuals, regardless of race, gender, disability, sexual orientation, religion, or age, have equal opportunities to thrive in our organisation.

We encourage applications from candidates who are passionate about creating an inclusive work environment and believe in the power of diversity to enhance our company.

More about PsychWorks Associates and working with us!

We are proudly an award-winning, unique service offering psychological support and case management to injury individuals and families. Known for providing responsive and high-quality clinicians, we are supporting, progressing, and innovating the injury field's rehabilitation provision for future generations. Drawing on our psychological underpinnings, we are trauma-informed, culturally sensitive, and driven by collaborative case coordination. We bring together mind and body, individuals and systems, evidence-based and personal experiences as part of our objective to make recovery a holistic journey for all involved. It's an exciting time to join a passionate and dedicated group of office and clinical personnel led by an out-spoken, kind, and high-performing founder, Dr Shabnam Berry-Khan.

Our promise to referrers and Associates is therefore very clear and part of our customer service: to provide proactive, 'good-fit', timely and coordinated input, supported by the office staff. Cost-effectiveness, fairness, and reasonableness lie at the core of the work we offer, clinical or administrative.

This role sits closest to the MD of any role in the business – it is as much about the person as the process. The hub itself is a well-formed, professional group of highly dedicated individuals whose many unifying characteristics include kindness, respect, loyalty, joviality and honesty. A healthy work-life balance is encouraged and a focus on positive mental health is valued.

How to apply:

Fill in our application form <https://forms.office.com/e/LNQESS5qb9> which includes space for a 500-word personal statement.

Deadline: 12pm on Wed 5 August 2026

Interviews: Wed 12 August 2026, in Reading