



September 2018 Blog:

My Role at Osteopathic Solutions by Emma Farrell



I began my role at Osteopathic Solutions in April this year (almost 6 months – can't believe how quick time has flown...). Initially it was due to be mainly an administrative role but as I had a background in social media marketing, my Director Gareth Milner decided that the company could benefit greatly from more online marketing, so it was decided to merge these two roles together. I now have quite a varied role which is good.

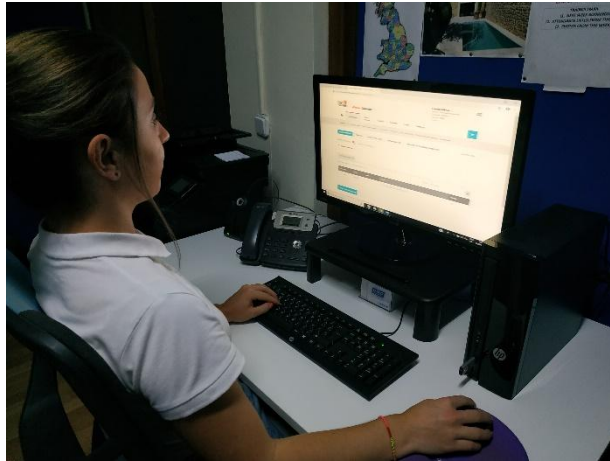
Some of the tasks within my role include the following:

- Registering Clients' Course attendees within the City & Guilds database for our City & Guilds Accredited Manual Handling, & Moving & Handling of People Courses
- Issuing of Course Certification for clients via email for our Practical Skills Courses & printing out hard copies for all of our City & Guilds Accredited Courses
- Website management including amendments to our News Page and adding new dates for our Moving & Handling of People Public Courses as well as our Manual Handling Public Courses
- Management of social media accounts including Osteopathic Solutions' LinkedIn, Facebook, Instagram and YouTube accounts



- Email marketing, blog writing for our websites and social media accounts, and B2B calling to Care Groups to inform them of our Public Moving & Handling of People Instructor Courses accredited with City & Guilds

Each of my roles play a crucial part in the smooth running and development of the business.

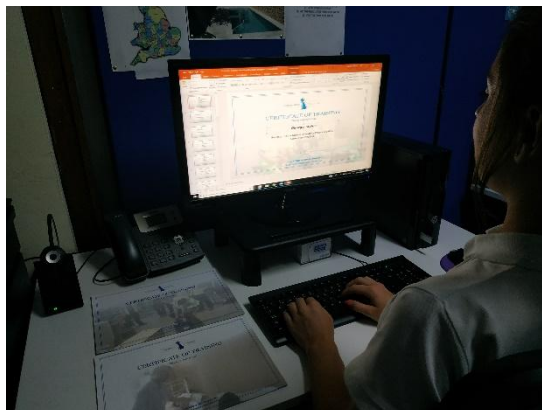


City & Guilds Enrolments (shown above)

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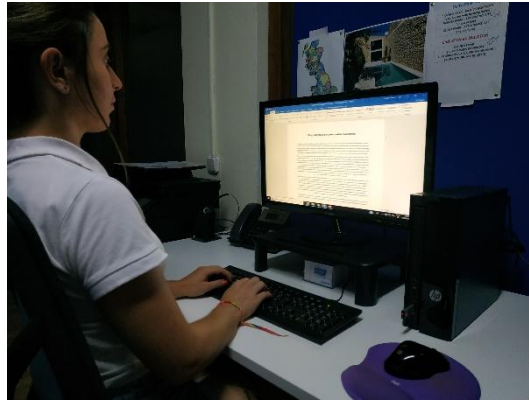


I think it's great that Osteopathic Solutions is now active within the Social Media world and it's only when you are searching for relevant accounts to follow, you come across many past clients and potential future clients, such as large care companies across the UK. You realise how important it is to be able to display yourself as a company for those interested and interact via Instagram or Facebook, even if it is just to drop a message under their post or 'like' their picture. As we all know, everything is done online these days and most people reach straight for their phones on their lunch breaks, so social media sites like Instagram and Facebook make a great tool for promoting your business name.



Client Certificates production (shown above)

My favourite part of the position would be doing anything which involves a bit of creativity, so even writing blog posts like this one here, or designing new Mailshots, which allow me to think outside the box and use the creative part of my brain. As in a lot of work roles, there can often be a lot of repetitive tasks which don't involve a lot of thinking or designing, so it's good to keep my brain a bit active!



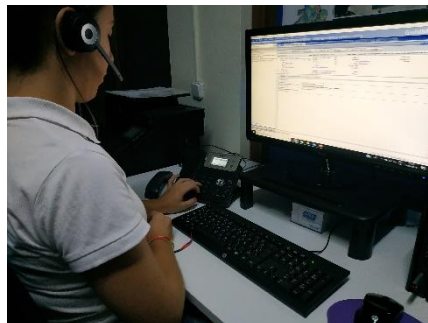
Writing this Blog (shown above)

As I hadn't previously been in positions within the Manual Handling Training/ Moving & Handling of People Training Industry I have had a lot to learn within my role. In fact, due to the complexity of the subject (Well, I think it's complex!), it will definitely take me a fair while before I will know the ins and outs of everything.

I am currently familiarising myself with aspects of our Moving & Handling of People Practical Skills Courses as I add transfer names to techniques when updating social media.

I will be attending our 2 Day Manual Handling Instructor Course Accredited with City & Guilds at the end of November in Redhill, Surrey (South East). This will be run at the Harlequin Centre by our Manual Handling Expert & Occupational Osteopath Rishi Patel. As my role is mainly office based, it will be really nice to attend a highly practical course as a complete change of mindset and scenery. As I sometimes read through course booklets when composing mailshots, I find certain aspects of it quite complex. When I attend this 2 Day Manual Handling Instructor Course in November, I will finally start to understand and learn about the subject matter fully.

As well as getting to grips with our Manual Handling Courses, there's also our Moving & Handling of People Courses to learn. For me, having a background in Art & Design and doing marketing in the past for various companies, this seems like a challenging subject for someone like me who doesn't have a background in the Care Industry.



Client Contact by Phone (shown above)



Compiling a Facebook Post (shown above)

To date in my role, I have often read through our Moving & Handling of People Course Booklet and Moving & Handling of People Course Outlines and Learning Outcomes in order to create content for our social media platforms and have watched all our in house Moving & Handling of People techniques and transfers videos to grasp a better understanding, but due to the complexity of the subject I feel I have a huge amount to learn, which I will. As well as attending our November 2 Day Manual Handling Instructor Assessor Course, in November I am attending our 3 Day Moving & Handling of People Instructor Assessor Courses accredited with City & Guilds at the Disabled Living Centre in Manchester run by our Moving & Handling of People Expert & Occupational Osteopath Alan Reed. On this Course Jose Fernandez will be learning the subject also and following this 3 Day Course will be soon be providing our Moving & Handling of People Courses for our clients across the Midlands and North of England. Our Director Gareth Milner will also be in attendance on Day 2 as we are filming for our Public Moving & Handling of People Instructor Course Explainer Video with our Production Partner Activideo. Please look out for this Explainer Video on our Social Media platforms and on our website page www.osteopathicsolutions-movinghandling.co.uk/public-moving-handling-courses in January 2019.

I am looking forward to attending this to gain an understanding of all the techniques and transfers and learn more about Moving & Handling of People and the Care Industry as a whole. It will also be nice to meet our trainers in person, as I generally interact with them via email and on the phone from our Head Office. I have also read some very positive testimonials about each one of them from present clients, so it will be nice to meet them face to face before watching them do what they do best with us, delivering training and consultancy.

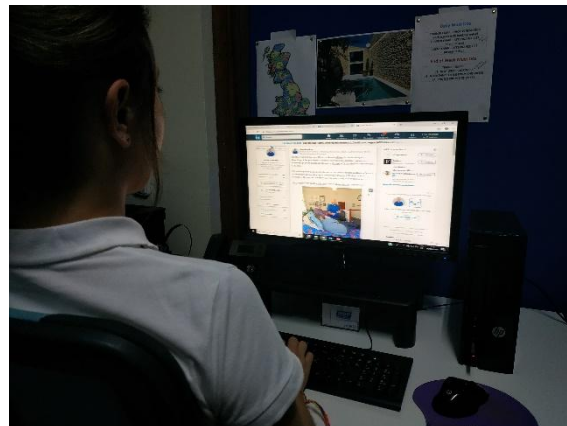
Over the next 12 months attend a few of these courses throughout the year until I have a really good knowledge of both Manual Handling & Moving & Handling of People Training.

Although our Courses are highly practical, there is a written assessment at the end of our 2 Day Manual Handling Instructor Assessor Course. I hope, with a bit of luck and concentration, that I absorb all of the information and pass the Practical and Written Assessment with flying colours!



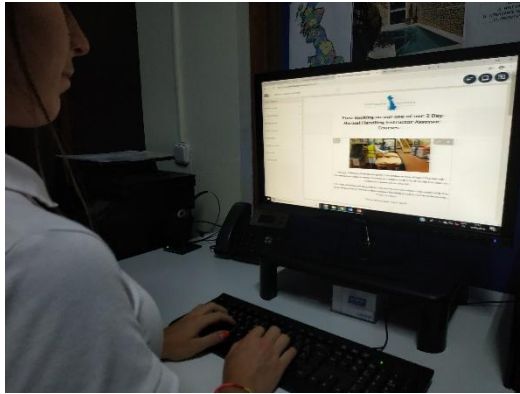
Working on our Moving & Handling of People Website, adding Course Dates (shown above)

As Social Media Marketing and Email Marketing are becoming a big part of my role, attending these Courses in Redhill and Manchester will greatly help me within my position. As we all know, having high quality and interesting content to post online is so important for companies nowadays. Uploading images from these training days will help give those thinking of attending **either** a Manual Handling Instructor Course **or** a Moving & Handling of People Instructor Course, a greater understanding on what to expect.



Compiling a LinkedIn post about our October Team CPD Day in Dunstable (shown above)

As these will be my first ever Osteopathic Solutions courses, I will be composing detailed and honest blog posts when I return to the office which will be available to view on our Blog website page. I will describe how each day went, the course content taught and generally how I felt upon completion of the course. This will be useful for those who have possibly booked a place and want to know what their days will entail, or as with some of the content we send out on our mailshots, may hopefully attract some new clients!



Producing our Public Manual Handling Instructor Assessor Course Free Booking Mailshot

Thinking of attending an Osteopathic Solutions City & Guilds Accredited Moving & Handling of People Instructor or Manual Handling Instructor Course?

Please contact myself, Emma Farrell on emmarfarrell@osteopathicsolutions.co.uk or our Director, Gareth Milner on garethmilner@osteopathicsolutions.co.uk

or you can call us at our Head Office on 0845 528 1240.

