

Career case studies

Muhammed Haque

Marketing and Events Executive

Muhammed's career with us began in 2021 when he took up a role as administrator at Lucas Avenue Practice in London. His main duties were responding to patients queries and providing day-to-day administrative support for referrals, Dr. iQ and reception duties. He was also the bereavement lead for the surgery – supporting the family and friends of loved ones who has passed away. In September 2022, Muhammed decided to change his career path and moved into the Marketing and Communications Team on a secondment opportunity, taking on the role of Marketing Assistant before joining the team permanently. He was promoted to his current role of Marketing and Events Executive in May 2023.

Can you tell me a little bit about yourself – what do you enjoy doing in your spare time?

In my free time, I cherish moments spent with my family and friends. I'm an absolute football fanatic. Whether it's playing a game with my friends at the local football ground or cheering on my favourite team, I love it! When I'm not watching or playing football, you will find me savouring a delicious meal. I've got a real passion for exploring different cuisines and tasting new flavours. I'm always up for a culinary adventure.

What's your current role and responsibilities?

My current role is Marketing and Events Executive. This involves supporting the team with the delivery of marketing campaigns, organising events and delegate attendance and designing materials including leaflets and banners. I support the Head of Brand & Marketing with events, marketing campaigns and ensuring there is brand consistency across the organisation. I also work with the wider Marketing and Communications team on things like patient campaigns and surgery websites.

How did your career progress?

I started in the role of administrator at Lucas Avenue Practice in 2021. This was something which I found rewarding and I enjoyed the interactions I had with patients. However, I knew I wanted to explore more about the wider organisation and the opportunity arose for me to join the Marketing and Communications team on a secondment basis in September 2022. Working as a Marketing Assistant gave me the chance to learn about the corporate side of the business, which was something that I didn't get the chance to do whilst at the practice. In 2023 I was offered an opportunity to progress into my current role in the Marketing and Communications team.

What attracted you to work in healthcare?

I previously worked in the retail sector but I wanted to work in an industry where I could support people in their day-to-day lives, whether through helping with queries they had or listening to their problems. I felt that healthcare provided the right balance for this to happen. There are so many elements of healthcare that you can learn about and although the pressure on healthcare is immense, it is an industry that I am very proud to work in.

What have been your biggest challenges?

One of the biggest challenges that I've faced in my healthcare career so far has been the Covid-19 pandemic. I joined during the time that restrictions were still in place and it was challenging not only for patients but for us as staff keeping the safety measures in place whilst still providing a service to the local community.

What are your highlights?

I have delivered some really good marketing campaigns and one that stands out for me is the work that I did on the company brand refresh. I was particularly involved in launching the new corporate website for the refresh. This was something that I really enjoyed working on and to see the results across the organisation and liaising with other teams gave me a real sense of achievement. I have also met a lot of colleagues since working in the Marketing and Communications team, and this has opened up a lot of doors in terms of collaborating with corporate staff for events and campaigns.

Future – what's next?

I'm excited about our recent brand refresh and I'm grateful for the positive feedback we've received from colleagues across the organisation. I'm currently working on some exciting projects and events for the future as the new brand moves forward.