**Job title:** Head of Digital

**Responsible to:**  Marketing Director

**Accountable to:** Chief Executive Officer

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**Our Values**

## Fulfilling Lives is our core purpose

## Every one of us makes a difference is the belief that drives us

## Caring, Passionate and Teamwork are the values that underpin everything we do

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## Job Summary

The Head of Digital will work closely with other marketing heads of department to deliver against our digital strategy – most notably in providing an engaging customer touch point; generating new sales leads; and assisting in the conversion and nurturing of long term leads. The role will work closely with the Head of Operational Marketing, the Head of Customer Experience and two Regional Sales and Development Managers to ultimately deliver against occupancy and fee budgets for Care UK’s Residential Care Services portfolio. The role is responsible for managing agency resources and supplier relationships, and for providing leadership within the marketing function, helping to develop and promote the team’s capabilities, as well as driving a programme of constant innovation and improvement.

The Head of Digital will act as part of the marketing leadership team (alongside a Head of Operational Marketing and a Head of Customer Experience). Although no direct reports, the HoD will be able to draw on support from the following resources under a matrixed team structure:

* Brand Marketing Manager
* 4 x Marketing Managers
* 4 x Marketing Executive
* Senior Communications Manager
* Communications Executive
* Senior Designer
* Copywriter (freelance)

### Key Responsibilities

* To oversee the development and delivery of a digital strategy which will make a meaningful and measurable contribution to achieving business targets
* To manage day to day delivery against the annual digital programme, ensuring KPIs against each workstream are met or exceeded
* To develop annual digital budgets, ensure effective management throughout the financial year and evidence a strong ROI on digital investment
* To source, manage and evaluate external agency resources as required to ensure optimal delivery against the annual programme
* To provide overall direction for the development, design, content and functionality of our corporate website via a data-driven conversion rate optimisation programme
* To manage paid and organic search programmes to deliver against enquiry targets
* To provide support and direction on maximising online partnerships, particularly with key referral sites such as carehome.co.uk
* To work with the communications team and PR agency to drive our corporate social media feeds, as well as provide counsel and support to colleagues responsible for home level social media feeds
* To develop long term lead nurturing tools to support the sales team in enquiry conversion
* To support the operational marketing team on digital content management and production to ensure consistently high quality standards and drive constant improvement
* To provide counsel to teams responsible for other digital properties within Care UK (namely our recruitment website and intranet).
* To represent the marketing function across the business, building strong working relationships and awareness of the team’s capabilities and achievements

### Health and Safety

As an employee of Care UK, the post holder has a duty under the Health and Safety at Work Act 1974, to:

* Take reasonable care of the health and safety of themselves and all other persons who may be affected by their acts or omissions at work.
* Co-operate with their employer to ensure compliance with Health and Safety legislation and the Health and Safety policies and procedures of the organisation, not intentionally or recklessly interfere with, or misuse, anything provided in the interests of health, safety, or welfare, in pursuance of any of the relevant statutory provisions.
* To ensure that adequate measures are taken to protect the health and safety of all staff including the maintenance and upkeep of a safe environment.

**Data Protection**

The post holder must at all times respect the confidentiality of information in line with the requirements of the Data Protection Act and the company’s ISO27001 accreditation.  This includes, if required to do so, obtain, process and/or use information held on a computer in a fair and lawful way, to hold data only for the specified registered purposes and to use or disclose data only to authorised persons or organisations as instructed.

* This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.
* This job description is subject to regular review and appropriate modification.

I confirm I have read and understand this Job Description

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| --- |
| **Name of postholder** |
| **Signature**  |
| **Date** |

##### Person specification

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| **Criteria** | **Essential** | **Desirable** |
| Qualifications | * Marketing/Digital related degree/qualification
 | * Post Graduate qualification in either marketing or digital
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| Experience | * Substantial digital experience, within large multi-site environments
* Proven track record in delivering against commercial targets
* Experience planning, delivering and evaluating digital programmes which deliver measurable commercial benefit
* Proven ability to innovate and to deliver across all key digital channels
* Experience managing a P&L to budget
* Ability to develop pragmatic plans and to provide meaningful measures of return on investment
* Strong awareness and up to date knowledge of the latest developments in digital marketing
* Experience of managing agency resource
 | * Experience in/understanding of the health and social care sector
* Experience in a leadership position managing and developing large teams
* Experience in working to a matrixed management style, supporting development and delivery of individuals without direct line management responsibilities
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| **Technical Skills** | * High level of numeracy, able to absorb, analyse and draw insight from data to improve performance and inform creative and flexible solutions to business challenges
* Competent with all Microsoft packages
* Competent in relevant digital software, most notably Google Analytics and Google Adwords
* Experience in evaluating and using a range of content management systems
* An understanding of the marketing opportunities within key social media platforms
 | * Experience with Drupal
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| **Personal Qualities** | * Self-motivated, flexible and enthusiastic approach to work
* Works collaboratively with others sharing ideas and information at all times
* Ability to articulate a business case to secure investment
* Effectively builds trust with a consistent approach between actions and words
* Excellent sense of initiative and problem solving ability
* Ability to develop strong working relationships at all levels of the business
* Ability to lead, motivate and develop others
* Good written and verbal reasoning skills
* Ability to manage internal and external resources to maximum effect
* High attention to detail
* Willing to travel throughout the UK to meet the needs of the business
 | * Strong conceptual thinking ability
* Strong negotiation and presentation skills
* Ability to drive a process of self-improvement and continuing professional development
* Strong work ethic with a passionate and can do approach
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