**Job title:** Marketing Executive

**Responsible to:**  Marketing Manager

**Accountable to:** Head of Operational Marketing

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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 Marketing Executive (ME) is responsible for supporting the Marketing Manager (MM) and local sales teams in driving occupancy and increased Average Weekly Fee (AWF) across our residential care homes. The role is responsible for the delivery of the marketing plans developed by the Marketing Managers, including production of collateral, management of signage requirements, event support, PR activity and digital marketing. The role may also be involved with monitoring and reporting against key performance indicators across all channels.

### Key Responsibilities

* Work closely with operational teams – particularly Customer Relations Managers (CRMs) – to collaboratively deliver an effective end to end sales and marketing programme
* Manage the production of printed materials from end to end, including briefing the design studio, securing cost estimates, managing approvals and driving quality assurance to ensure all programme materials are delivered on time, within budget and to the appropriate quality levels
* Manage all signage requirements for supported homes, including briefing suppliers, securing cost estimates, working with internal and external stakeholders to secure relevant approvals, driving quality assurance and monitoring delivery
* Take ownership of the digital presence of our homes on both internal and external directories – most notably on careuk.com, mycareuk.com and carehome.co.uk – proactively reviewing and managing content, monitoring inboxes and managing reporting processes as directed
* In partnership with our PR agency, deliver against the PR plan for supported homes, securing information and approvals as appropriate, developing copy (including press releases) if requested and managing approval and publication process
* Work with our media agency to develop media schedules for all supported homes for final review and approval by MMs
* Confidently develop written copy for a range of channels, including digital, social media, printed collateral, advertising and advertorial
* With support from the marketing manager, manage the production of audio visual content (video, audio, photography) from briefing through to editing and publication, ensuring all content makes a positive contribution to the marketing KPIs and is in line with Care UK brand guidelines
* Understand RCS financial processes and support the senior team in the monitoring and management of marketing budgets
* Field and respond to enquiries from the RCS marketing mailbox (including enquiries from carehome.co.uk)
* Develop strong relationships with internal and external stakeholders, notably specialist delivery teams within marketing (design, insight, digital), agency support teams and local operational teams (most notably the CRMs and home managers)
* With support from MMs, take ownership of marketing projects such as the implementation of seasonal competitions, template generation, the quarterly events planner and care home open day
* As requested, undertake other ad hoc activity under the management of the MM or other senior members of the marketing team

### 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.

##### Person specification

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| **Criteria** | **Essential** | **Desirable** |
| Qualifications |  | * Marketing/related subject Degree * CIM Qualification |
| Experience | * Experience in a marketing role, producing content from brief to production from marketing plans * Experience working within a fast paced role managing multiple deadlines and projects * An understanding of marketing tools such as digital, advertising and print production * Experience working with external agencies | * Experience working within the care /social care sector * Project management experience * Able to absorb, analyse and draw insight from data to articulate, measure and improve marketing ROI * Understanding of the UK media environment |
| **Technical Skills** | * Competent in all Microsoft packages | * Competent with content management systems, email delivery systems and digital ROI tools such as Google Analytics or AdWords * Ability to use CACI, Acorn or other demographic segmentation data |
| **Personal Qualities** | * Self-motivated, flexible and enthusiastic approach to work * Works collaboratively with others sharing ideas and information at all times * An eagerness to learn and develop * Excellent sense of initiative and problem solving abilities * Strong written and verbal communications skills * Effectively builds trust with a consistent approach between actions and words * Eagerness to learn and develop * Excellent sense of initiative and problem solving abilities * Strong organisational skills and ability to work on numerous projects simultaneously * Flexible and professional can-do approach to work * An ability to work effectively as part of a team * Strong analytical and numeracy skills * An ability to engage sensitively with customers who may be in a challenging or emotional situation | * Confident in developing relationships with internal and external stakeholders at all levels |