**JOB DESCRIPTION**

Job Title: Marketing Manager

**Accountable to:** Head of Operational Marketing

**Location:** Colchester and home based

**Direct reports** Marketing Executive

Job summary: The Marketing Manager (MM) is responsible for supporting the operations and sales team in driving occupancy and increased AWF across a portfolio of allocated homes. With the support of the senior marketing manager, the role is responsible for the development and delivery of marketing plans for focus homes and ad hoc marketing support for the core estate. This includes responsibility for the quality and performance of key marketing channels including digital, print production and advertising.

**Key Responsibilities:**

* Manage the marketing operations team to effectively allocate resources, maintain quality standards and drive efficiencies and improvement to ways of working
* Develop and oversee a standard model for supporting the project team through the commissioning of new homes and generating demand prior to opening
* Develop local marketing plans to deliver occupancy and AWF targets across the estate
* Manage internal and agency resources to effectively execute the marketing plans for focus homes and deliver against ad hoc marketing requests from the core estate
* Monitor and review local marketing activity to drive constant improvement and innovation
* Manage local home marketing budgets
* Maximise our investment in digital, print production and both online and offline advertising
* Provide leadership within the marketing team and develop and support direct reports to achieve their full potential

**Role requirements:**

The ideal candidate for this role will have:

* A proven track record in delivering marketing plans in large multi-site organisations
* Excellent understanding of the mechanics of key marketing channels
* Confidence in managing a budget
* Excellent sense of initiative and problem solving
* Strong written and verbal communications skills
* Ability to build relationships with individuals at all levels of the organisation

**Person Specification: Marketing Manager**

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|  | **Essential** | **Desirable** |
| **Qualifications** | Graduate | CIM qualification |
| **Skills & Knowledge** | High level of numeracy, able to absorb, analyse and draw insight from data to articulate (and improve) marketing RoI  Good verbal reasoning and written communication skills  Confident negotiator and presenter  Ability to build strong personal relationships  Good understanding of the UK media environment | Understanding of the care sector |
| **Experience** | Marketing experience in large multi-site environment  Proven skills in directing multiple projects and work streams  Experience in line management and managing agency resources | Experience in health or social care  Strong project management capabilities  Focus on delivering positive outcomes |
| **Personal Attributes** | Self-starter with an excellent sense of initiative and problem solving  Ability to think and operate strategically as well as tactically  Leadership capabilities  A highly professional personal presentation  Flexible, enthusiastic approach  Willing to travel throughout the UK |  |

**Responsibilities**

As an employee of Care UK, the post holder is reminded of their duty 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. They will at all times respect the confidentiality of information in line with the data protection act.