**JOB DESCRIPTION**

Job Title: Senior Marketing Manager – North (mat cover)

**Accountable to:** Head of Operational Marketing

**Location:** Field based with some travel

**Direct reports**: 2 Marketing Managers

Job summary: The Senior Marketing Manager (SMM) is responsible for supporting the operations and sales team in driving occupancy and increased average weekly fee (AWF) across the entire estate. With the support of the Head of Operational Marketing, 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 North 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 development project team through the commissioning of new homes and generating demand prior to opening
* Develop local marketing plans and PR opportunities to deliver occupancy and AWF targets across the North
* 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
* Oversee a rolling process of monitoring and reviewing local marketing activity to drive constant improvement and innovation
* Manage the national brand advertising programme across all regions
* Ensure effective management of local home marketing budgets and national advertising budgets
* Maximise our investment in digital, print production and both online and offline advertising
* Work closely with operational teams – in particular the Regional Sales and Development Managers and Regional Directors – to build a collaborative and effective end to end sales and marketing process
* Involvement in key strategic projects that support business objectives
* Provide leadership within the marketing team and develop and support direct reports to achieve their full potential
* As a member of the marketing leadership team, contribute to the development and execution of a broader marketing strategy and to building a positive profile for the marketing function with key internal stakeholders

**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
* Experience in managing multiple and complex budgets
* Ability to think strategically
* 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
* Leadership experience

**Person Specification: Senior 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  Experience of PR | Understanding of the care sector  Experience of managing a media agency |
| **Experience** | Marketing experience in large multi-site environment  Proven skills in directing multiple projects and workstreams  Experience leading a team and managing agency resources  Strong project management capabilities  Focus on delivering positive outcomes | Experience in health or social care  Experience commissioning new services |
| **Personal Attributes** | 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 and flexibility beyond core hours |  |

**Responsibilities**

As an employee of Care UK, the postholder 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.