**JOB DESCRIPTION**

Job Title: Marketing Executive

**Accountable to:** Marketing Manager

**Location:** Colchester

Job summary: The Marketing Executive (ME) is responsible for supporting the Marketing Manager and local sales teams in driving occupancy and increased Average Weekly Fee (AWF) across our care homes. The role is responsible for the delivery of the marketing plans developed by the Marketing Manager (MM), including production of collateral, management of signage requirements 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
* Work with our media agency and MM to deliver the media activity for all supported homes, by managing the creative schedules, working with the design studio to develop artwork, getting approval from the MM and CRMs and sending artwork to the publishers on time
* 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 careuk.com, and carehome.co.uk – proactively reviewing and managing content, monitoring the homes Facebook pages 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
* 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 visual content (video and 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 financial processes and support the senior team in the monitoring and management of marketing budgets
* Field and respond to enquiries from the marketing mailbox
* Develop strong relationships with internal and external stakeholders, notably specialist delivery teams within marketing (design, branding, 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

**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 within the care /social care sector  Project management experience  Experience working with external agencies  Understanding of the UK media environment |

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| **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  Ability to work autonomously and use own initiative  Strong written and verbal communications skills  Strong organisational skills and ability to work on numerous projects simultaneously  An ability to work effectively as part of a team  Good 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 |

**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.