

JOB DESCRIPTION

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| JOB DETAILS |

JOB TITLE: Marketing Manager

HOURS: 37.5 hours per week

REPORTING TO: CEO

BASE: Central Support Office

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| JOB SUMMARY |

The **Marketing Manager** will be responsible for developing and delivering a fully integrated marketing strategy that enhances brand awareness, increases enquiries across our care homes, supports staff recruitment, and promotes our values. This is a varied role covering digital marketing, content creation, advertising, events, internal communications, and brand management.

You’ll work closely with the sales, operations, resourcing, and the People Team to align marketing efforts with business goals and ensure a consistent and compelling brand presence.

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| JOB SPECIFIC RESPONSIBILITIES |

* Develop and implement an effective, data-driven marketing strategy aligned with organisational objectives.
* Manage annual marketing budgets and measure ROI on key initiatives.
* Identify opportunities to promote our services, values, and differentiators in a competitive care market.
* Manage and optimise the company website, ensuring content is current, accessible, and reflective of our brand.
* Manage and optimize our PPC across Google, Meta, and Microsoft platforms activity to support home-level enquiries and recruitment goals.
* Manage and optimize our SEO performance using SEMrush to support activity.
* Oversee social media channels, creating engaging content to increase lead generation as well as engagement and reach.
* Monitor digital performance metrics (traffic, conversions, impressions, etc.) and report on KPIs.
* Develop and oversee the creation of marketing collateral including brochures, leaflets, signage, and digital assets with Canva, Adobe Suite and our external designer.
* Champion our brand story, ensuring activity, communications, and homes’ events bring our values to life.
* Working closely with our Sales team, plan, execute and report on targeted local and regional campaigns to drive enquiries and increase occupancy.
* Write press releases and award entries to continue to raise the profile of the brand and manage relationships with external press partners.
* Manage external agencies, designers, printers, and media outlets.
* Support the launch of new homes, services, or refurbishments with tailored marketing activity.
* Work with the HR and Operations teams to support internal communications, staff newsletters, and employee engagement campaigns.
* Promote internal culture, achievements, and staff recognition through various channels.
* Promote events including open days, community outreach, and partnership initiatives with the teams within our homes and the Sales team.
* Support photography, videography, and storytelling to highlight resident life, staff, and home culture.
* Collaborate with HR and recruitment to market job roles and enhance employer branding.
* Support home managers and admissions teams with tailored local marketing to increase enquiries and conversions.

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| PERSON SPECIFICATION |

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|  | Essential Criteria |
| Qualifications/Education | * Bachelor's degree in marketing, business, or a related field is advantageous but not essential. * CIM Level 4 or above is advantageous but not essential. |
| Experience | * Proven experience in a marketing role, ideally within healthcare, hospitality, or another regulated multi-site service industry. * Experience managing websites and content management systems (WordPress and Foleon). * Experience managing agencies or freelancers. |
| **Skills/**  **Knowledge** | * Strong knowledge of digital marketing, content creation, and social media management. * Excellent copywriting, storytelling, and visual communication skills. * Familiarity with design software (Canva, Adobe Suite) and email marketing tools (Mailchimp). * Understanding of CQC requirements and how they impact care home marketing. |
| Personal Qualities | * Highly organised with strong project management skills. * Analytical mindset with the ability to report on performance and adapt strategy accordingly. |

**This job description reflects the current main organizational priorities for the position. These priorities may develop and change in consultation with the post holder in line with needs and priorities of the business.**

Please sign to confirm you fulfil the essential criteria as detailed above and you accept and agree to deliver and comply with all requirements detailed in this job description for the Marketing Manager position.

Post holder’s name: …………………………………………………………

Post holder’s signature: …………………………………………………………

Date: …………………………………………………………