Marketing Executive (B2C)

## Job details

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| Job title: | Marketing Executive (B2C) |
| Department: | Marketing |
| Location: | Hybrid, Office location Dorset Rise |
| Reporting to:  (job title only) | Head of Performance Marketing |
| Direct reports:  (job title only) | None |
| Accountable to:  (where applicable) | Head of Performance Marketing  Senior Digital Marketing Managers.  Group Marketing Director  Service/Business Leads |
| Responsible to:  (where applicable) | N/A |
| Job purpose: | To create and deliver a range of digital marketing activities aligned to business objectives that engage our target audiences and drive demand across our digital channels. |
| Role and Responsibilities: | A Marketing Executive is responsible for implementing digital marketing strategies to drive consideration and action, generating leads, and driving bookings across our offerings. They work closely with marketing teams across Spire including brand, digital platforms and channels along with Service leads, and other departments to execute marketing campaigns and initiatives. We’re offering the opportunity to make a big impact and progress in an entrepreneurial, fast growing environment for a commercial, driven, ambitious individual. Most of this role is about driving conversions (enquiries/bookings) from a direct to consumer audience (B2C).   * + **Digital Performance Marketing:** Manage online marketing efforts, including paid media (PPC) activity across our B2C offerings and brands within Spire.   + **Lead Generation:** Implement strategies to generate and nurture leads, including working with the team to scope creating landing pages, forms, and lead magnets.   + **Analytics and Reporting:** Help setup, analyse the performance, and optimise the marketing campaigns using tools including Google Analytics and marketing automation software. Provide insights and recommendations for improvements.   + **Collaboration:** Work closely with the Spire group marketing teams and also back into the business units across the group.   + **Marketing Metrics:** Track key performance indicators (KPIs) such as conversion rates, click-through rates, and ROI to evaluate campaign effectiveness.   **Equality Diversity & Inclusion (EDI)**  We are proud to be an equal opportunities employer and are fully committed to EDI best practice in all we do.  Vita Health Group has several initiatives in place to achieve this including our Zero Tolerance Policy, Code of Conduct, Freedom to Speak Up Guardians, and more. We believe it is the responsibility of everyone to ensure their actions support this goal with all internal and external stakeholders.   * + Be aware of the impact of your behaviour on others   + Ensure that others are treated with fairness, dignity and respect   + Maintain and develop your knowledge about what EDI is and why it is important   + Be prepared to challenge bias, discrimination and prejudice if possible to do so and raise with your manager and EDI team   + Encourage and support others to feel confident in speaking up if they have been subjected to or witnessed bias, discrimination or prejudice   + Be prepared to speak up for others if you witness bias, discrimination or prejudice |
| Governance:  (where applicable) | Adhere to relevant VHG, NHS and other national guidance |
| Training and supervision: | Participate in supporting on any internal marketing training needs  Undertake internal mandatory training |
| Additional information: | Some travel including occasional overnight stays may be required, so a full clean driving licence is desired. |

## Person specification

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|  | **Essential** | **Desirable** |
| **Qualifications** | * + A-level education | * + Degree educated   + CIM and digital qualifications e.g Google |
| **Experience** | * + Experience of delivering marketing activity in a fast paced, results orientated organisation.   + Experience of PPC campaigns and performance marketing.   + Experience of SEO and AdWords. | * + Experience in digital campaign creation, digital execution and analysis |
| **Skills/knowledge** | * + Significant demonstrable experience in social media & digital marketing planning and delivery   + Strong creative skills to produce engaging social content   + Ability to use software packages such as Microsoft Word, Excel and PowerPoint   + Knowledge of Google Analytics   + The ability to both work co-operatively with both clinical and non-clinical staff to develop effective working relationships   + Proven track record of working calmly and effectively to tight deadlines, sometimes conflicting and sometimes under pressure   + Excellent interpersonal and presentational skills   + Commercial acumen   + Strong negotiation and influencing skills with ability to motivate and engage individuals and teams   + Appropriate awareness of data protection and GDPR implications | * + Relevant knowledge of the healthcare sector marketing   + Understanding social, brand and wider marketing channels. |
| **Personal competencies and qualities** | * + Ability to represent the organisation at all levels including with patients, senior management and external stakeholders   + Creative thinker, keen to consider new approaches and able to convey the vision to others   + Willingness to work flexibly to meet the needs of the organisation   + Good humoured, tactful and respectful   + An awareness of and commitment to supporting and facilitating diversity and inclusion |  |

# Version Control

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| Owner: | Human Resources | Review: | Annually | Classification: | 1 (Proprietary) |
| Author: | Human Resources | Version: | V1.1 | Status: | PUBLISHED |
| Date Published: | 03/12/2019 | Code: | TBC |  |  |

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| Version: | Date: | Summary of Changes |
| V1.1 | 03.12.19 | Document copied onto authorised VHG branded Policy Template (original had no coding) |
| V1.2 | 06/08/20 | Updated to include diversity and inclusion statement |
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