Marketing Manager – B2C

|  |  |
| --- | --- |
| Job title: | Marketing Manager – B2C |
| Department: | Marketing |
| Location: | Hybrid working with office location of Dorset Rise with occasional nationwide travel |
| Reporting to:  (job title only) | Spire Head of performance marketing |
| Direct reports:  (job title only) |  |
| Accountable to:  (where applicable) |  |
| Responsible to:  (where applicable) |  |
| Job purpose: | The Marketing Manager will oversee varied work across the Spire Healthcare Group, Working closely with the Head of Performance Marketing and wider Spire marketing teams ensuring an effective and seamless marketing strategy to increase patient volumes and promote new and existing services and locations.  The Marketing Manager is responsible for attracting primary care patients into clinics in a cost-effective manner, as well as championing the best possible patient experience. In this position, there is a strong focus across marketing, including content, digital, email marketing, social media, and improving in-clinic experience for patients. Integral as a Marketing Manager is formulating and implementing a successful marketing plan and working with stakeholders across the business to plan and execute initiatives.  The Marketing Manager is results-driven post in order to ensure LDC’s primary care services are advertised and marketed to achieve growth and commercial success. |
| Role and Responsibilities: | **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 when possible, and raise with your manager, the EDI & Sustainability team, or the Freedom to Speak Up Guardians. * 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. |
| Clinical Governance:  (where applicable) |  |
| Training and supervision: | Participate in supporting on any internal marketing training needs.  Undertake internal mandatory training. |
| Additional information: | Expectation of occasional travel to head office/and other hospital and clinic sites on an ad hoc basis. |

## Person specification

|  |  |  |
| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Qualifications** | * No specific. | * Degree educated, ideally in a business/marketing discipline. |
| **Experience** | * Minimum 3 years marketing experience * Experience of supporting teams through group marketing * Digital & Omni-channel marketing skills and background. * Experience working in a fast paced agile environment * Experience managing multiple agency relationships alongside budget management * Significant demonstrable experience in marketing planning and delivery both on and offline | * Well rounded marketer with good understanding of campaigns * Applied experience working within a matrix management model. * Experience working with senior stakeholders |
| **Skills/knowledge** | * Understanding of digital marketing, including e-mail and social media * Strong copywriting skills to produce engaging copy * Ability to use software packages such as Microsoft Word, Excel and PowerPoint * 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 * Ability to engage individuals and teams * Appropriate awareness of data protection and GDPR implications | * Relevant knowledge of the healthcare sector marketing * Ability to use Mailchimp and Wordpress * Comfortable working with agencies to execute marketing campaigns |
| **Specialist training** | * N/A | * N/A |
| **Personal competencies and qualities** | * Ability to represent the organisation at all levels including with 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 * Interpersonal skills to engage and develop working alliances with colleagues and patients. * Evidence of an openness to learning new knowledge and skills. * Excellent verbal and written communication skills * High level of enthusiasm and motivation * Ability to work under pressure * Excellent time management skills | * Speaks another language |

# Version Control

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

|  |  |  |
| --- | --- | --- |
| 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 |
|  |  |  |