B2B2C Marketing Manager

## Job details

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| Job title: | B2B2C Marketing Manager |
| Department: | Marketing |
| Location: | Hybrid working with office location of Dorset Rise |
| Reporting to:  (job title only) | Spire Group Marketing Director |
| Direct reports:  (job title only) | Marketing Executives (x2) |
| Accountable to:  (where applicable) |  |
| Responsible to:  (where applicable) |  |
| Job purpose: | B2B2C Marketing Manager is responsible for developing and implementing marketing strategies within the B2B2C marketplace. This team act to market direct to consumers on behalf of our key public sector customers within with NHS driving awareness and engagement with the services we provide on behalf of the NHS. |
| Role and Responsibilities: | The B2B2C Marketing Manager is responsible for all VHG physical & mental health NHS contracts and will therefore require an in-depth understanding of NHS ICB landscape, varying demographics, and messaging requirements across NHS Talking Therapies, MSK services & Dermatology. The role will include:   * + Managing team of Marketing Executives dedicated to VHG NHS contracts.   + Using a data-driven approach to develop and execute tailored marketing campaigns that target both B2B and B2C audiences across Talking Therapies, MSK & Dermatology.   + Analysis of campaigns tracking performance and ROI to optimise effective marketing strategies.   + Collaborating with wider marketing colleagues & commercial teams to develop marketing strategies that align with overall business aims and objectives.   + Collaborate with wider marketing colleagues on annual marketing plan & strategy.   + Collaborate & support commercial team with live bids and proposals where required.   + Marketing Project Workstream Lead on all new mobilisations within the NHS.   + Managing, maintaining strong relationships with ICB (NHS) Marketing colleagues   + Day-to-day budget management: ensuring NHS & central charges are accurate.   + Supplier Management (i.e., Website, external partners) ensuring meet wider business needs and tracked to budget.   + VHG website & Myeap oversight incl. content & maintenance   + Conduct market research and competitor analysis to identify opportunities for growth.   **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) | Adhere to relevant Spire, VHG, NHS and other national guidance |
| Training and supervision: | Participate in supporting on any internal marketing training needs  Undertake internal mandatory training |
| Additional information: | Expectation of 2 days a week office or hospital based across the Spire Healthcare Group national footprint. 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** | * + Degree educated, ideally in a business/marketing discipline. | * + CIM qualification |
| **Experience** | * + Significant experience of B2B2C marketing within healthcare   + Digital & Omni-channel marketing skills and background.   + Team management experience   + Experience working in a fast paced agile environment   + Experience managing multiple agency relationships alongside budget management   + Applied experience working within a matrix management model.   + Significant demonstrable experience in marketing planning and delivery both on and offline | * + Worked within similar roles supporting NHS contracts across physical & mental health |
| **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   + 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   + Ability to use Mailchimp and Wordpress |
| **Specialist training** |  |  |
| **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   + Evidence of values that are consistent with the NHS constitution.   + 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 |  |

# Version Control

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| Owner: | Human Resources | Review: | Annually | Classification: | 1 (Proprietary) |
| Author: | Emma Weighill-Baskerville | Version: | V1.1 | Status: | DRAFT |
| Date Published: |  | Code: | TBC |  |  |

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| Version: | Date: | Summary of Changes |
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