

# Job Description & Person Specification

<b>Job Title</b>	Marketing Executive
<b>Division/Location</b>	Marketing, Support Services
<b>Reporting to</b>	Corporate Communications Managers
<b>Weekly Hours</b>	37
<b>Grade/Salary</b>	Flexible

## Job Description

### The Role:

The Marketing Executive is responsible for supporting the Corporate Communications team and implementing the Norse Group marketing strategy, turning consumer insights into action, ensuring consistency in tone/voice, producing innovative marketing campaigns, and creating engaging content.

Whilst forming part of the Norse Group Marketing and Communications team, the Marketing Executive will align to support NorseCare to achieve its strategic aims through shaping the promotion of sales campaigns and supporting with recruitment activity.

### Main Responsibilities:

- Working closely with a team of graphic designers and/or external agencies whilst briefing/project managing tasks to deadlines set.
- Creating and writing compelling literature and content for marketing activities for both digital and offline.
- Measuring and reporting performance of all marketing campaigns and assessing against goals (ROI and KPIs).
- Supporting the development of new and existing Norse Group brands; drafting, updating and finalising brand guidelines and being a collective brand guardian alongside the Corporate Communications team.
- Briefing, sourcing, and filing Group photography; supporting the creation of video content and podcasts through script writing and storyboarding.
- Responsible for marketing campaigns across the Group, working across all platforms (both digital and offline) to raise awareness of Group services and products.
- Delivering and monitoring of all Group social media channels alongside other members of the Corporate Communications team.
- Devising and delivering impactful campaigns to grow audiences and increase customer engagement across all channels.
- Supporting event management through the booking and organising of Group attendance at local and national events (both virtual and in person); creation of new marketing materials and collation of existing items; liaising with staff attending and organising the couriering of event collateral as required; raising awareness of Group attendance and creating copy to promote and market the business at events.

### NorseCare

- Working closely with the NorseCare team in creating branding and engagement marketing and recruitment campaigns for NorseCare.
- Supporting NorseCare to meet its strategic aims and KPI's.

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- Monitoring market trends, researching consumer markets and competitors' activities to identify opportunities and key issues.
- Collaborating with stakeholders to deliver marketing plans and materials to increase recruitment of key healthcare staff as well as increasing sales.
- Providing data and reports to evidence the results of campaigns.
- Training and supporting hiring managers in the use of NorseCare specific social media.
- Developing and maintaining key messages for healthcare professionals' audience.
- Drafting and reviewing website content across NorseCare website, ensuring that all content is up to date and in line with marketing strategy.
- Undertaking market research activities including competitor analysis and supporting the NorseCare in proposing where NorseCare should position itself to improve brand awareness and visibility.

#### Sales Enablement

- Supporting Group sales team to create and implement email campaigns targeting the Group's ideal customer type.
- Organising online events, exhibitions, podcasts, and webinars which develop and engage customer audience, proving value and expertise, converting them to loyal engagers with our brand.

#### Other Duties

The duties listed are not exhaustive and may be varied therefore the post holder will be expected to undertake other duties as appropriate to the role and as requested by his/her line manager, including:

- Carrying out duties appropriate to the grade of the post, including occasional travel to other offices as required.
- Promoting continuous improvement and delivering demonstrable high-quality products and services which embrace quality standards.
- Demonstrating personal commitment to the Norse Way CSR Strategy.

Person Specification			
Category	Requirement	Essential or Desirable	Assessment Method Application Form (AF) Interview (I) Test(T)
<b>Qualifications/ Knowledge/ Training</b>	Degree educated in a related discipline or demonstrable relevant experience.	Essential	AF/I
	Relevant qualifications with the Digital Marketing Institute or Chartered Institute of Marketing.	Desirable	AF/ I
	Proficient in the use of Microsoft office suite and wider digital marketing software, including Adobe InDesign and Photoshop.	Essential	AF/I
	Knowledge of the Care Sector and implementing targeted-led campaigns would be advantageous.	Desirable	I

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<b>Experience</b>	Experience in identifying target audiences and devising campaigns that engage, inform, and motivate.	Essential	AF/ I
<b>Skills/Abilities</b>	Excellent communication skills with the ability to inform, persuade and influence at all levels.	Essential	AF/I
	Ability to work under pressure, meet deadlines and apply a flexible approach to managing and prioritising a diverse workload.	Essential	AF/I
	Innovative and creative approach with the confidence to challenge and bring new and effective ideas.	Essential	AF/I
	A team player with a positive attitude to collaborative working.	Essential	AF/I
	Organised and analytical with attention to detail.	Essential	AF/I
<b>Other Requirements</b>	Full UK Driving Licence for the travel requirement of the role.	Essential	AF

## General

Job descriptions are accurate at the time of compilation but are open to change and therefore will be subject to regular review.

It is the individual's responsibility to take reasonable care for the Health, Safety and Welfare of themselves and others in accordance with the Health & Safety at Work Act (1974) and associated Company policy and procedures.

The individual is required at all times to comply with the provisions of the Data Protection Act 2018 (DPA) and the General Data Protection Regulation (GDPR) and with any policy introduced by the Company to comply with the Acts.

We are committed to employment practices and behaviours which encourage diversity, promote equality of treatment, and eliminate unlawful and or unfair discrimination.

## Our Values

You will be expected to promote and adhere to the workplace values of our organisation:

**Quality** – We strive to deliver outstanding quality and make business excellence the standard by which we measure ourselves.

**Innovation** – We embrace new ideas and have the courage to be creative, so our services are delivered in the most effective and safe way possible.

**Respect** – We value everyone as an individual. We respect their rights, life choices and the personal contribution they make to our business success.

**Trust** – We want to be a trusted provider, partner, and employer, recognising that to do so, our word must be our bond. If we say we will do something, we do it.

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