

Job Description			
Job Title	Senior Marketing Executive	Job Family	
Reporting to	Senior Marketing Manager	Job Code	
Location	Hybrid (home and Priory Hospital Cheadle Royal)	Evaluation Date	
Job Purpose			
<p>The role is responsible for helping deliver the marketing strategy and ongoing development of Priory's healthcare and adult care service range.</p> <p>Working closely with business development and operations teams, along with the wider marketing department, the role will help to drive engagement and awareness across key target audiences.</p>			
Responsibilities			
<p>Ensure the effective implementation of national, regional and local multi-channel marketing campaigns, including developing end-to-end email communications, event preparation and management, and social media input. This will involve working closely with specialist colleagues from within marketing, business development, operations, and site level leaders, as required</p> <p>Deliver actionable plans to drive awareness, increase engagement and improve enquiry and referral volume, across healthcare and adult care divisions</p> <p>Development of engaging content including video and case study production, and various other promotional marketing pieces as required, for key audiences and BD support</p> <p>Report and manage the performance of campaigns and marketing activity, and make recommendations to further develop our approach, and continually improve ROI</p> <p>Liaise with an external designer and in-house digital team, to ensure information is up-to-date across the different online and offline channels</p> <p>To support other Priory Marketing activity requirements as necessary</p>			
Knowledge / Education / Skills			
<p>A good understanding of the key principles of marketing, particularly email marketing, both in terms of campaign development and execution.</p> <p>Excellent command of English with the ability to develop effective and compelling copy is essential. A strategic, commercially aware and creative mind set</p> <p>Excellent organisational skills, the ability to multitask and deliver simultaneous projects on time</p> <p>Comfortable working with senior colleagues across the business and demonstrate excellent networking and stakeholder management skills.</p> <p>Experience of working with Business Development / Sales teams, in a supporting capacity to assist them with their marketing needs</p> <p>Relevant experience within a marketing role ideally in health or social care.</p>			
Experience			
<p>Experience of working with email campaign management tools such as Pardot, CRM tools such as Salesforce, and video editing software such as Premier Pro, would be preferable</p>			
Communication			
<p>A positive approach to interaction and collaborative working with colleagues and a high degree of written and verbal communication skills are necessary for this role.</p>			

Working Environment

This role involves some travel to other sites across the country, when required

Safeguarding

All Priory colleagues have a responsibility to safeguard the individuals we care for, these may be adults and children or individuals connected to the people Priory supports. Colleagues must ensure they are aware of the local child and adult safeguarding policies and procedures in their service, in addition who to contact within the Local Authority Safeguarding Team for further advice.

All colleagues are required to attend safeguarding training appropriate to their role and to undertake additional training in associated areas.

Upholding Company Behaviours

This provides some guidance on the types of conduct to support the Company Behaviours

Behaviour	Evidence
Putting people first - we put the needs of our service users above all else	<ul style="list-style-type: none">• Strives to ensure every colleague is able to make a positive and lasting difference to our patients, clients and residents and their families• Actively seeks to develop the potential of every service user and staff member
Being supportive - we support our colleagues, our service users and their families when they need us most	<ul style="list-style-type: none">• Celebrates success and supports colleagues through difficult times• Demonstrates loyalty to colleagues, manager and team
Acting with integrity - we are honest, transparent and decent. We treat each other with respect	<ul style="list-style-type: none">• Is honest and respectful in all interactions with colleagues and customers• Demonstrates emotional control• Ensures accurate recording of any transactions and interactions on all company documentation• Challenges poor performance and behaviours
Striving for excellence - for over 140 years, we have been trusted by our service users with their care. We take this trust seriously and constantly strive to improve the services we provide	<ul style="list-style-type: none">• Always puts service quality first• Shares and encourages innovation• Keeps on top of new developments in the sector
Being supportive - we support our colleagues, our service users and their families when they need us most	<ul style="list-style-type: none">• Promotes the company in a positive way at all times• Strives for positive outcomes, especially when times are challenging