**Job Description**

**Active Care Group**

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| **Job Title** | Digital Marketing Manager | **Service** | Central |
| **Line Manager** | Laura Finlay (Director of Marketing) | **Department** | Commercial / Marketing |
| **Date** | 21/09/2023 | **Date of review** |  |

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| **Job Purpose** |
| A new opportunity has arisen for a Digital Marketing Manager with 6+ years’ experience, with excellent communication and relationship building skills, to join our in-house Marketing team. This role will manage and execute Active Care Group’s digital marketing strategy, reporting into our Director of Marketing. Previous health and social care experience is essential.  We are looking for a creative, proactive individual who is enthusiastic and used to working in a fast-paced deadline driven environment. Someone who thrives on collaboration to achieve the best results, with the determination and know-how to get things done.  This is a remote role with regular travel to services, events and meetings when required. |

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| **Key Responsibilities** |
| * Plan and execute all digital marketing in line with the group marketing strategy, including SEO/PPC, email, and social media. * Manage Active Care Groups website and oversee other websites across Active Care Group’s portfolio, ensuring content is up to date with ability to suggest and implement improvements where required. * Maintain and grow our social media presence including content creation. * Create successful email marketing campaigns including template design. * Oversee the management and production of video content as well as photography. * Management of external online directories, ensuring content is up to date and regularly updated. * Creation and management of podcasts and blogs. * Work with Digital Marketing Executives in order to optimise our digital marketing presence across our case management / recruitment divisions and teams. * Measure and report performance of all digital marketing activity and assess against goals (ROI and KPIs). * Management and reporting of our Google reviews. * Line management of marketing team members. |

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| **Knowledge, Skills & Qualifications** |
| * Demonstrable experience leading and managing SEO/PPC, email and social media campaigns. * Highly creative with experience in devising digital campaigns that engage, inform and motivate. * Solid knowledge of Google Analytics. * Experience in setting up and optimising Google Adwords campaigns * Strong analytical and project management skills and data-driven thinking * Up to date with the latest trends and best practices in online marketing and reporting. * Experience with online marketing tools and practices: SEO/PPC, CRM Software, Wordpress, Mailchimp, Hootsuite, HTML and web design. * Knowledge of Adobe Creative Suite or Canva. * Strong communication skills. * Outstanding copywriting and proofreading ability, with fantastic attention to detail. |

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| **Experience** |
| * 6+ years’ experience as a Digital Marketing Manager with in-depth knowledge of digital marketing channels * Degree in Marketing or related field * Health or social care sector experience is essential * Line management experience |

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| **Communication** |
| Regular contact with demanding and difficult situations, with a wide range of both internal and external stakeholders, requiring highly developed and well-practiced communication and interpersonal skills. Ability to be flexible in communication style depending on the audience and subject. |

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| **Working Environment** |
| Remote working with regular travel to services / events |

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| **Safeguarding** |
| Active Care Group is committed to protecting and safeguarding vulnerable individuals at risk (whether young people or adults) and expects all colleagues to share this commitment. All colleagues are required to keep up to date with their safeguarding training and to undertake additional training appropriate to their role. |

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| **Our Vision** |
| Our vision is a world where people with the most complex problems are surrounded by the collaborative, holistic and expert care they require and the kindness they deserve, to live a brighter future and their best lives. |

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| **Equality, Diversity & Inclusion** |
| Everyone at Active Care Group is committed to continuing to make diversity, equality and inclusion a part of everything we do. This is a place where every great idea can be heard, everybody belongs and we are all asked to champion Equality, Diversity & Inclusion in everything we do. |

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| **Data Protection** |
| Responsibility for the confidentiality, security and accuracy of all records, data and information, whether that is colleague data or that of the people we look after. All colleagues should read the Data Protection policy and ensure they understand the importance of processing data that they are permitted to process in accordance with the policy. |