

Role title	Marketing Executive	Grade	
Reports to	Marketing Manager	Location	Darlington
Job family	Commercial	Job Code	
Role Purpose			
To support HC-One's Commercial & Growth Directorate in planning and delivering marketing campaigns, content and communications that build brand awareness, generate enquiries and drive occupancy across the home portfolio, working closely with Home Managers, Area Directors, Commercial Assistants and the wider commercial team.			
Main Activities			
- Plan and deliver social media, occupancy and digital marketing campaigns that drive enquiries and support occupancy across the home portfolio. - Create engaging, on-brand content for Viva Engage, Campaign Monitor newsletters, social media. - Work with Home Managers, Area Directors and Commercial Assistants to develop and maintain home-by-home marketing plans. - Support to ensure that accurate listings are maintained and support in managing online presence across CHUK (Carehome.co.uk), Google (Business Profile and search/ads), NHS Capacity Tracker, Dewis Wales and other referral platforms. - Monitor enquiry and conversion data via CoolCare/Citrix and the Daily Enquiry Overview Report to identify trends and support performance recovery for Red and Amber RAG-rated homes. - Track what's working and what isn't across campaigns and channels, using data and insight to continuously improve activity. - Support Home Managers and Area Directors with local marketing budgets, helping ensure spend is well-targeted and delivers a good return. - Coordinate marketing collateral, brochures and promotional offers for use across the portfolio. - Support the planning and delivery of focus days, events and training sessions. - Track campaign performance and report on key metrics. - Monitor and respond to online reviews across Carehome.co.uk, Google and social channels, supporting homes to grow review volume and ratings. - Update and maintain home webpage content, news stories and imagery on the HC-One website, ensuring information is accurate and engaging. - Support local PR and community engagement activity, drafting press releases and stories that showcase life in the homes. - Act as a brand guardian, ensuring all local marketing activity and materials are on-brand and consistent with HC-One brand guidelines. - Liaise with external agencies and suppliers (design, print, photography, media) to deliver marketing materials on time and on budget. - Support marketing launch plans for new home openings, refurbishments and key commercial initiatives, and conduct local market and competitor research to inform home-level plans.			
Qualifications and Skills Required			
	Essential	Desirable	
Qualifications and knowledge	GCSE (or equivalent) in English and Maths. Educated to degree level in Marketing, Communications, Business or a related field, or equivalent demonstrable experience. Good working knowledge of Microsoft Office (Word, Excel, PowerPoint).	CIM (Chartered Institute of Marketing) qualification, or working towards one.	
Skills	Strong written and verbal communication skills; confident content creation across digital and print channels; good working knowledge of	Graphic design skills (Adobe Creative Suite or Canva);	

	email/social platforms (e.g. Campaign Monitor, Viva Engage); ability to interpret enquiry and campaign data to inform action.	working knowledge of SEO/SEM principles.
Experience	Proven experience in a marketing role (agency or in-house), including content creation and campaign delivery. Experience using email marketing and social media platforms, and reporting on campaign performance.	Experience of marketing within the care sector or another regulated, multi-site environment.
Personal attributes	Proactive, organised and able to manage multiple projects to deadline; strong attention to detail; collaborative, with the ability to build relationships across homes, regions and Support Centre teams; comfortable working in a fast-paced environment.	Genuine empathy for, and interest in, the social care sector.
Special features		
Role may require occasional travel to homes and events across the region/portfolio, and some flexibility around working hours to support focus days, events or campaign launches. A full UK driving licence and access to a vehicle is desirable, given the multi-site nature of the role.		
Dimensions:		
Supports marketing and commercial activity across HC-One's home portfolio, working with Home Managers, Area Directors, Commercial Assistants and Home Administrators.		