



## JOB DESCRIPTION/SPECIFICATION

**Post:** HCPA Marketing Executive

**Salary:** £25,000 pa (BAND M1)  
plus all travel expenses  
(Candidate must hold a valid UK driving licence)

### **Contract**

**Terms:** Full time (37.5 hours per week working 9:00am until 5:00pm Monday to Friday.  
Flexible working arrangements will be required during events)

### **Main Purposes of the Job**

This is an exciting opportunity for a Marketing Executive who has the knowledge and expertise to develop and deliver a robust marketing strategy to support the expansion of a rapidly growing not-for-profit organisation. This diverse role will appeal to a candidate with a creative flair, and a passion for media and communication who is self-motivated, highly organised and person focused.

The ideal candidate will have 1-2 years marketing and PR experience or be a graduate, and have excellent communication skills. The main requirement is to be passionate about providing effective and innovative communication to aid HCPA in its mission to share best practice in care through partnership. The candidate must be forward thinking with vision and a desire to make a real difference.

### **Main duties and responsibilities**

Member Communications and Public Relations:

1. **Email marketing** – Execute tasks for a successful series of marketing campaigns for the HCPA recruitment service to HCPA Members, promoting best practice, advertising available opportunities and sharing information, advice and support. Write interesting and relevant content and utilise the technical and design skills from the wider team to deliver exciting, accessible and attractive emails and newsletters to meet the requirements of the various project streams at HCPA. Analyse and report email campaign results and actively develop / adapt content and strategy to best deliver effective communication with positive results. Work
2. **Website** – Under the guidance of the Multimedia Manager, proactively assist in maintaining the HCPA website in line with business objectives. Write content that is relevant, engaging and meets the HCPA mission and strategic goals. Use google analytics to influence website content and functionality.
3. **Digital Marketing** - Identify hot topics and communicate these through our digital channels including social media, forums, blogs and video production. Work across several social media channels to ensure HCPA brand and messages are delivered consistently. Use available reporting systems to review and analyse the effectiveness of digital campaigns and implement changes required.
4. **Design** – Write effective, creative and innovative content for printed and digital media.
5. **Customer satisfaction** – Oversee the management of all call-to-action surveys and successful coordination of telephone marketing and feedback campaigns. Report on findings to feed into the

development of HCPA and partner services and projects.

6. **Media & PR** – Develop and maintain good relationships with the local and national media, writing content to promote the pioneering projects delivered by HCPA. Liaise and maintain effective relationships with communication teams from partner organisations to develop a streamlined strategy to support the HCPA mission to share best practice in care through partnership.
7. **Partner services and suppliers** – Liaise with HCPA partner services and preferred suppliers to meet the terms in their contracts and generate income. Track outcomes and develop strategies to develop partnerships. Liaise with Head of Operations to generate new partnerships in response to member requirements.
8. **Events** – Assist the Events Executive, Multimedia Manager and Head of Operations with events management and delivery.

**Other duties include:**

1. Complete weekly, quarterly and yearly reports for internal and external stakeholders.
2. Maintain an effective budget tracking system for marketing.

**Essential experience and skills required:**

- Marketing and copywriting experience with awareness of current trends and tools
- High level of inter-personal skills and customer focus
- Excellent communication skills, both written and verbal
- Excellent knowledge of English grammar, spelling and punctuation
- High quality standards with exceptional attention to detail and accuracy
- Ability to work collaboratively with individuals across different levels
- The ability to plan, prioritise and is well organised
- Experience in standard web-analytic tools, database marketing, customer analysis, e-mail marketing
- High competence in analysis and interpretation of information and data
- Highly self-motivated and able to work to set deadlines
- Advanced knowledge of Microsoft Office packages
- Experience of being involved in events
- Must hold a valid UK driving license

**Desirable experience and skills:**

- Knowledge and experience of the social care sector and the challenges faced by the industry
- Knowledge of Adobe Suite packages