

Job Title: Marketing Manager

Responsible to: Head of Communications/Deputy Chief Executive

Section: NHC Procurement

1 Main purpose of the role:

- Manage a digital-first integrated, multi-channel marketing and communications strategy for NHC Procurement, that maximises sales opportunities and ROI and aligns with the NHC's new corporate plan.
- Create engaging digital content across email, web and social channels tailored to key stakeholder groups to raise awareness of procurement portfolio.
- Support the Deputy Chief Executive & Head of Communications to deliver on all marketing aspects associated with the corporate plan.
- Ensure that the NHC Procurement brand and reputation is developed, maintained, and upheld at all times.

2 Key tasks and responsibilities:

- Manage the marketing and business development budget for NHC Procurement.
- Manage an integrated, multi-media marketing and communications strategy for NHC Procurement with digital at its heart, with specific focus on the key revenue targets areas for the commercial team.
- Work collaboratively with the Marketing Officer to deliver day-to-day activities to achieve marketing objectives including website, email, social media, media relations, print and paid for advertising.
- Direct and support the professional development of the Marketing Officer, including managing an annual performance development plan.
- Segment target market demographics (including member type, geography and sector).
- Build relationships with and support suppliers across the procurement portfolio, working with them to ensure all marketing opportunities are realised.
- To manage ongoing competitor analysis, including monthly updates on key competitor activity and positioning.
- Monthly reporting on performance of marketing activity, link to commercial performance.

3 We're all about people:

- Act as an advocate and ambassador for the NHC.
- Exemplify the culture, values and behaviours of the organisation.
- Actively support the wider team working across the organisation.
- Ensure all team members are clear about their role and how they contribute success.

- Encourage, coach and support team members to develop
- Lead in the delivery of NHC objectives.
- Fulfil the requirements of the post in a professional manner.
- Achieve high standards and ensure personal performance targets are met.

4. Qualifications and experience:

- Educated to marketing degree standard or equivalent (CIM qualified) or be able to demonstrate equivalent experience in a senior marketing role.
- Confident self-starter who's able to work with a range of organisations and businesses across a variety of different sectors, while managing workload independently.
- Proven marketer with experience of campaign activity and should demonstrate a varied portfolio of results-driven marketing, showcasing strategic thinking, comprehensive planning, and strong execution.
- An ability to demonstrate commercial awareness and showcase how you've helped successfully meet business objectives.
- Good knowledge of managing integrated marketing campaigns, ability to produce marketing copy and support the optimisation of user experience.
- Strong analytical skills to manipulate data, relationships and patterns to improve marketing activity and results.
- Strong copywriting and verbal skills to present marketing KPI.
- Good understanding and user experience of CMS – particularly WordPress.
- Good understanding of Microsoft Office products.
- Experience of using Adobe Creative Suite (desirable)
- Experience of, or qualifications in Google i.e. - Google AdWords, certified with Google Ads Fundamentals and Google Ads Search (desirable)