

Role Profile

Regional Marketing Manager

Job Title **Regional Marketing Manager**

Reports to Sales and Marketing Manager

General scope of post The key objective of this role is to provide tactical marketing support to ensure that OSJCT care homes meet their commercial objectives and self-funder occupancy targets. You will operate on a rolling programme of identified priority homes.

By working closely with the Area Operations team and care home managers in a defined geographical area, you will provide support in ensuring that a high level of awareness and positive reputational profile with the local community and key health/social care stakeholders is achieved.

You will be focusing on existing care homes with the key objective being the increase in occupancy in those homes as agreed with the Commercial Marketing and Area Operations Director. You will review new client enquiry pipeline to develop a tactical support programme that will enable the home to reach budgeted occupancy targets. You will seek to continuously improve the local marketing, public relations and online profile of the home working closely with central communications and marketing colleagues to achieve successful outcomes that reflect each home's individual unique selling points.

Key Accountabilities

For selected priority care homes:

- Be jointly responsible with the home for agreed sales enquiry, occupancy and KPI targets
- Establish the home's individual unique selling points and positioning within the local marketplace and feed this into the central marketing team for use in collateral etc.,
- Monitor and evaluate enquiries, conversion, fee rates, and further management information and make recommendations to Home Managers and senior colleagues on commercial opportunities, devising marketing action plans to support as necessary. Help Home Managers identify weaknesses and opportunities for their home, provide a clear focus and agree action to overcome these, particularly focusing on the quality of the sales enquiry process in then home
- Establish relationships with key Society of Later Life Advisers
- Carry out 'Front of House' presentation audit of the home and support the home manger in developing plan to continuously improve the customer experience when entering the home.
- Support Home Managers in developing a stakeholder list and work with them to produce a plan for engagement to build relationships and profile of the home.
- Liaise closely with regional colleagues and the central marketing team to ensure multi-channel marketing and public relations activity fully supports agreed sales targets for permanent and respite clients.
- Working with our specialist agencies monitor the digital profile of each home, checking carehome.co.uk and other important online sources of potential enquiries to improve rankings, customer reviews, content and visual presentation (i.e. imagery and video content).
- Provide regular management information in the form of:
 - Weekly enquiry management Excel trackers, measuring and evaluating your work on a regular basis, to demonstrate return on investment and

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sales productivity KPI's. Make recommendations for performance improvement based on KPI analysis.

- Build an understanding of the local competitive landscape by phone and visit mystery shopping and assess local care home competitors to establish fee rates, their service offer and marketing investment to ensure our homes' service proposition remains competitive.
- Support homes in providing exceptional customer experience for all prospective residents including booking appointments, meeting clients to establish their specific care needs, conducting show rounds, providing fee information, explaining contractual terms and conditions whilst promoting OSJCT's care services and brand proposition.
- Develop a sound knowledge of OSJCT and its service offer, particularly in key areas such as dementia and nursing care.
- Work closely with central marketing and communications teams to ensure brand integrity is upheld to achieve company marketing objectives and goals.
- Build positive working relationships with Home Managers and Area Operations teams
- 5-day week with a requirement for flexible working to include occasional evenings and weekends (as required) to help manage community outreach events, open days and appointments with potential clients.

Number of
Direct Reports

No direct reports

Financial
Responsibility

Jointly responsible with home managers of specified homes to achieve occupancy and revenue targets (as specified by Area Operations team and Head of Marketing) and other key KPI's.

Knowledge,
Skills &
Abilities

- Educated to degree level or with a customer service, sales or CIM qualification
- Commercially focused
- Strong interpersonal skills
- Clear, concise and impactful communication style
- Self-motivated and target driven. Can organise and manage effectively own workload and priorities
- Excellent customer service. Demonstrate genuine empathy with clients seeking good advice about care services
- An interest in elderly people and their care
- Experience of coordinating projects, events or activities
- Proven negotiation and influencing skills to support positive change with colleagues in homes. Ability to use compelling arguments at customer events, seminars and community group discussions
- Microsoft Word, Excel, PowerPoint and technology literate

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Person Specification

ESSENTIAL	DESIRABLE
<u>Qualifications</u> GCSEs in English and Maths – grade C or above Educated to degree level Customer service, sales or CIM qualification	
<u>Experience</u> Previous experience in sales and marketing Customer service experience Experience of coordinating projects, events or activities Experience of implementing effective solutions	Experience of sales/marketing in a care environment or similar Relevant area or field based sales and marketing experience gained in multi-site organisation
<u>General Aptitude</u> Desire to help people Confident of working with a variety of internal and external stakeholders Excellent telephone manner Good written communication Flexible 5 days working to meet requirements to support specific homes, support/run community events over evenings/weekends	Ability to work independently
<u>Knowledge</u> Knowledge of competitor analysis Understanding of sales techniques, pricing theories and setting pricing	Knowledge of creating marketing materials Understanding of the Care Act
<u>Specific Skills</u> Driving licence and own car IT Literate – particularly with Microsoft packages Networking skills Ability to generate business Working knowledge of a CRM system	Ability to create 'show rooms' and ensure the home is aesthetically presentable and pleasant
<u>Interpersonal Skills</u> The ability to bring people on side from all levels of an organisation Proven negotiation & influencing skills	