

## JOB DESCRIPTION

# Head of Marketing

### Introduction

This is a full-time office-based role in Hook, Hampshire and reports to the Managing Director.

The business is going through a period of significant investment and growth, as we build out the senior management team to enable our long-term development plan. This position, leading the Marketing function at The OT Practice, will be instrumental in the future success of the business.

The role is ideal for a marketer with extensive leadership and hands-on experience who would relish the opportunity to be the architect of a new business function within a young but fast-growing and market leading business with a highly respected brand.

This opportunity is ideal for an experience and senior marketing manager who is already has an influential leadership role but is looking for the next step in their career.

### Applications & enquiries

Applicants should submit a CV and covering letter to [careers@theotpractice.co.uk](mailto:careers@theotpractice.co.uk) or if you would like to discuss the role in more detail please call us on 0330 024 9910.

## Context

We are looking for someone with a strong entrepreneurial instinct who can demonstrate fast career progression and on a trajectory for senior management. This is a rare opportunity that offers a transition from just the planning and implementation elements of a management role to a role that is more strategic and autonomous, whilst still having support and direction from the Executive Team.

The long-term vision for this person is for them to learn our business and develop their senior management skills by working closely with the Executive Leadership Team, with a view to evolving the role to be Director level. To achieve this the right person will need to be able to grow the marketing function under their management, assimilate and come to 'own' The OT Practice voice and brand, and to fully understand the expectations on a Director.

This opportunity will excite candidates who relish the challenge of a broad role where they will (certainly initially) be spanning the spectrum of responsibilities from being hands-on and mentoring/teaching their team, through to the long-term strategic planning.

## Our Company ethos

- We make clients & potential clients feel understood and provide sound professional advice
- We are friendly & caring, but always remain professional
- We are socially responsible – if there is a better option for a prospective client then we say so
- We are client-focused and want to ensure our clients feel they are in safe hands
- We are driven and go the extra mile if that is what is needed to keep a client happy

## Details of the role

The Head of Marketing will be responsible for:

- Creating and implementing a overarching strategy for the marketing function
- Establishing tactics, planning initiatives and campaigns
- Recruitment of team in line with growth plans
- Defining, working to and reporting on KPIs
- Working with business development team to plan and implement marketing campaigns and activities to support their goals
- Working with therapist network team to plan and implement marketing campaigns and activities to support their goals
- Providing strategic planning and implementation of marketing activities for new business lines
- Working alongside other business divisions to plan events/conferences and provide marketing
- Providing creative direction for marketing and comms activities
- Developing content plans and commissioning content
- Defining and upholding brand guidelines and communication policies
- Mentoring and training team members
- Enhancing and expanding our marketing databases – gatekeeper for our data.
- PR activities
- Managing 3<sup>rd</sup> party suppliers (eg web developers, graphic designers etc)
- HR and line management duties within marketing and communications division

### Applications & enquiries

Applicants should submit a CV and covering letter to [careers@theotpractice.co.uk](mailto:careers@theotpractice.co.uk) or if you would like to discuss the role in more detail please call us on 0330 024 9910.

## Skills and qualifications

The following skills and qualifications will be required/desirable:

- Leadership experience within marketing, ideally in large and small organisations
- Educated to degree level.
- Ideally experience in the private healthcare market and an understanding of Occupational Therapy
- Experience setting and reporting KPIs
- Excellent presentation, listening and consultation skills
- Ability to establish and communicate a long-term vision and deliver it
- Extensive experience leading marketing campaigns and project management
- Ability to generate creative ideas for marketing campaign and initiatives
- Excellent understanding of and hands on ability with key marketing tools and channels such as website design (user experience), SEO, social media channels for marketing (primary channels currently used by TOTP: linkedin, facebook, twitter and youtube), email marketing (currently using Mailchimp), PPC advertising, print advertising, advertorial content etc.
- Expert copy writer
- Excellent design skills (ideally hands on capabilities with Adobe CS)
- Willing to undertake a DBS check

## Personal skills & attributes

Fundamental to this role is the character and temperament of the individual. They will be expected to be highly organised, efficient and have a strong sense of responsibility. Important personal skills and attributes include:

- Taking responsibility and having the ability & confidence to make good decisions
- Energise, influence, motivate and inspire the team around you
- Strong influencing and stakeholder management skills
- Problem solver and determined
- Flexible in approach, creative and innovative
- Unwaveringly professional and able to represent TOTP in this respect, in all circumstances
- Share in a willingness and desire for TOTP to grow and become more successful
- Commercially astute with a natural entrepreneurial desire
- Commitment to maintain the integrity of TOTP brand
- Outstanding attention to detail and personal pride in their work
- Excellent organisational and time management skills, demonstrate ability to prioritise and manage workload
- Able to remain calm, composed and professional under stressful situations
- Discrete and trustworthy.

## Working with The OT Practice

We pride ourselves on being a caring, friendly and professional company. We believe the growth of our business to date is directly attributed to ensuring our values are at the core of everything we do. New joiners will receive an initial induction period and undergo a 6-month probation period.

### Applications & enquiries

Applicants should submit a CV and covering letter to [careers@theotpractice.co.uk](mailto:careers@theotpractice.co.uk) or if you would like to discuss the role in more detail please call us on 0330 024 9910.

**Working hours:** Hours Monday to Friday 9am to 5.30pm (5pm Fridays).

**Location:** RG27 9HY, Hook Hampshire (free on-site parking and close to Hook railway station).

**Hybrid Working Scheme** (if full time, eligible role, and upon successfully passing probation) 72 days per year to book as home-working days on a Tues, Weds or Thurs.

**Holidays:** 31 days per year (including Bank Holidays) with option to "purchase" up to 3 additional days each year.

**Access to Health Cash Plan** providing cover for routine prescription / other medical costs as well as access to a 24 hour Medical Healthline staffed by experienced, specially trained nurses.

**Applications & enquiries**

Applicants should submit a CV and covering letter to [careers@theotpractice.co.uk](mailto:careers@theotpractice.co.uk) or if you would like to discuss the role in more detail please call us on 0330 024 9910.