

JOB DESCRIPTION

Marketing Executive

Introduction

The OT Practice is the UK's largest independent team of occupational therapist specializing in providing expert clinical occupational therapy services nationwide. Due to a period of expansion, we have a fantastic opportunity to join our growing business as a Marketing Executive, supporting the marketing team in developing company marketing communications and campaigns.

This is a fulltime office-based role would ideally suit someone with an entrepreneurial approach who would enjoy working in a small business where they have an opportunity to work alongside senior management and make a real contribution to our ongoing success.

Reporting to the Marketing and Communication Director, this post holder will work alongside the Business Development team who are responsible for the customer acquisition and development across all divisions of the business and all markets (existing and new), including the development of new business streams.

This role is ideal for someone with a few years' experience and has a keen interest in developing their career in marketing. A good base knowledge of digital marketing is essential, but this role will provide plenty of opportunity to learn and take on more responsibilities over time. The candidate will need to be self-motivated and have the initiative and determination to self-teach new techniques and skills. They will be expected to keep up to date with relevant industry knowledge and at interview demonstrate how they have progressed their marketing knowledge and skills in their career so far.

Technical ability, creative thinking and being innovative are going to be key for the successful candidate to be able to demonstrate.

Applications & enquiries

Applicants should submit a CV and covering letter to careers@theotpractice.co.uk or if you would like to discuss the role in more detail please call Ian Charlton on 0330 0249910.

Details of the role

The marketing executive will work with the Business Development team and focus on 3 primary areas:

- Acquiring new customers
- Develop relationships with existing customers
- Develop new markets

The main day to day marketing activities will include:

- Create marketing content as instructed by the Business Development team.
- Creating briefs and ideas for print design work (with our designer).
- Contribute content and post on social media platforms (LinkedIn, Facebook, YouTube, Twitter).
- Create artwork and manage posts on company pages.
- Tracking Google PPC ads and other online advertising.
- Produce marketing material to increase awareness and engagement, including writing some articles and newsletters.
- Deliver email campaigns using mailchimp.
- Provide marketing support and help in organising events and exhibitions.
- Building and researching database lists and other database projects.
- Monitoring all live content and campaigns.
- Support reporting and insights or all activity to help inform operational decision making.
- Monitor and review competitor activity.
- Prepare reports and stats on marketing content and campaigns.
- Keep up to date with industry news and trends
- There will be opportunities to get involved in other marketing projects outside of the scope set out in the day to day activities.

Skills and qualifications

The following skills and qualifications will be required/desirable:

- Marketing or related degree (or marketing apprenticeship/training) is highly desirable
- Good grades in GSCE English Language is essential (A-Level English Language is highly desirable)
- 2+ years experience within marketing, ideally B2B
- Strong project management skills
- Excellent communication and copy writing skills
- Able to demonstrate a record of delivering successful marketing campaigns
- Experience with using Google Ads is essential
- Knowledge of key digital tools, in particular Google Analytics.
- Excellent technical skills, particularly with HTML newsletter creation
- Experience of using Mailchimp or a similar CRM system is desirable.
- Good understanding of social media platforms, and experience in planning / managing / executing social media initiatives (particularly LinkedIn and Twitter).
- Good creative skills – understanding of commercial design principles and basic technical design skills (working knowledge of Photoshop, Illustrator or similar design application advantageous)
- Good practical working knowledge of SEO and SEM campaigns
- Willing to undertake a DBS check

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Personal skills & attributes

Fundamental to this role is the character and temperament of the individual. You will be expected to take responsibility for planning and delivering marketing activities at The OT Practice. Important personal skills and attributes include:

- Self-motivated with a high level of customer focus and business awareness
- Excellent interpersonal skills, caring, friendly and always willing to listen
- Taking responsibility and having the ability & confidence to make good decisions
- Problem solver with drive and determination
- Highly creative and innovative
- Able to work with speed and accuracy with a high level of attention to detail
- Professional and able to represent The OT Practice in this respect, in all circumstances
- Share in a willingness and desire for The OT Practice to grow and become more successful
- Able to remain calm, composed and professional in all situations
- Articulate, positive, enthusiastic and diplomatic.
- Commercially astute with a natural entrepreneurial desire
- Demonstrate a passion for delivering a high quality service
- Commitment to maintain the integrity of The OT Practice brand
- Excellent organizational and time management skills, demonstrate ability to prioritise and manage workload
- Excellent IT skills
- A strong sense of ethics and integrity
- A genuine passion for marketing and eagerness to learn more

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

What we offer you

We pride ourselves on being a caring and friendly, but 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, we value our staff as much as our core values. Offices based in the centre of Hook, with free parking and excellent transport links. Offering an extremely competitive salary depending on experience, hybrid working scheme with 23 days holiday, plus bank holidays, and other company benefits.

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