

## JOB DESCRIPTION

# Marketing Executive

### Introduction

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

Ideal for someone with a few years experience and entrepreneurial approach who would enjoy working in a small business where they have an opportunity to work alongside the senior management and develop 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 excellent copy writing skills are going to be key skills the candidate must be able to demonstrate.

### 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 Louise on 0330 0249910.

## Our Company ethos

- We make clients & potential clients feel understood and provide sound professional advice – even if it ends up being for free
- 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 a private practice and understand that generally our clients are looking for more than what statutory services provide and are willing to pay for that service
- We are driven and go the extra mile if that is what is needed to convert an enquiry or to keep a client happy.

## Details of the role

The marketing executive will focus on 3 primary areas:

- Therapist recruitment (we currently have a nationwide network of 250)
- Therapist engagement (with the exiting team)
- Therapist utilization (targeted marketing by specialism and location)

The main day to day marketing activities will include:

- Creating the monthly therapist newsletter (including writing some articles)
- Using Mailchimp for sending email campaigns
- Trafficking Google PPC ads and other online advertising
- Refine therapist CVs (for distribution to clients)
- Write or refine therapists online profiles and set placement rule on the website for SEO
- Therapist availability management (knowing who has availability and managing activities accordingly)
- Active promotion of therapists with good availability (surveys, optimising on Website, Google ads, direct email, internal TV screens content management)
- Active promotion of new therapists
- Managing newsletter sign ups (Case management / Interested in PP)
- Re-start the interested in PP newsletter for external therapist engagement and recruitment
- Manage The OT Practice Twitter account
- Create artwork and manage posts on LinkedIn company page
- Provide marketing support and help organise therapist recruitment events
- Creating briefs and managing print design work (with our designer)
- Managing, building and researching marketing lists
- Prepare reports and stats on marketing campaigns and associated activities

There may be opportunities to get involved in other marketing projects outside of the scope set out in the primary areas. Examples might be:

- LinkedIn posts to support other business development activities
- White paper creation and distribution
- Assisting with marketing activities and preparations for business development conferences
- Video production for other marketing initiatives

## Skills and qualifications

The following skills and qualifications will be required/desirable:

- Marketing or related degree (or marketing apprenticeship/training) is highly desirable

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- Good grades in GSCE English Language is essential (A-Level English Language is highly desirable)
- At least 2 years experience within marketing is essential (ideally both B2B and B2C)
- Strong project management skills
- Excellent communication and copy writing skills
- Able to demonstrate a record of delivering successful marketing campaigns
- Good creative skills - understanding of design and some basic design skills (knowledge of Photoshop, Illustrator or similar design application advantageous)
- Mailchimp experience is desirable.
- Experience with using Google Ads is essential
- Good understanding of social media platforms and planning/managing/executing social media initiatives (particularly LinkedIn and Twitter).
- Good practical working knowledge of SEO and SEM campaigns
- Excellent technical skills, particularly with HTML newsletter creation and online platforms/tools for digital marketing.
- 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 take responsibility for planning and delivering marketing activities at The OT Practice, which will take a high level of organization, efficiency and sense of responsibility. 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 under stressful or confrontational 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

## 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, with 23 days holiday, plus bank holidays, and other company benefits.

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