

JOB SUMMARY

Post Title	Marketing Specialist						
Job Family	<i>Business Support</i>	Pay Range	7	Line Manager to others?	No	Role profile ref	BS07
Service Area	Adult Social Care & Housing – Internal Care Services						
Line Manager	Nominated Individual & Service Manager						
Location	Various – Island wide with Newport being the primary base.						

Job Purpose:

To provide a detailed marketing approach to the services in relation to increasing the number of people who use care home services for short term stays and increasing the number of people using the Wightcare telecare services both in numbers and retention with a focus on both areas of increasing and sustaining income for the Council.

Job Context (key outputs of team / role to provide some specific examples of role profile accountabilities)

- To showcase and sell the care services provided by our care homes (Adelaide/Gouldings and Westminster House) and the Wightcare Tele-alarm and telecare services, building rapport with new people to us, existing people we support and key partners and stakeholders.
- Understanding the needs of our customers and being sensitive to their needs, offering help and support with the variety of solutions we have to offer, so their dependence is reduced, and our customer base is improved.
- Produce Marketing plans and assets, including physical and virtual assets that can be used to sell our services at events arranged by the post holder or relevant exhibitions/events that are relevant.
- Work with the managers of the services and deal with new enquiries as well as consult on new and bespoke initiatives that will maintain and improve our reach.
- Maintain records that demonstrate the impact of marketing approaches.
- Be passionate and comfortable about exceeding targets.

Knowledge, Skills and Experience

Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Practical experience within the relevant working environment.	An in-depth knowledge of marketing that is relevant/transferable to a care orientated environment	E	
Extensive working knowledge of relevant processes and systems.	Being able to present services and products to a wide-ranging audiences such as senior departmental managers, social workers and prescribers of services, voluntary and community groups, families and friends of people supported and people using services as direct customers. Giving each audience confidence in your product knowledge.	E	
Considerable knowledge of the service provided in own area.	A strong marketing presence that has been developed through work experience. Evidence of outstanding performance in the marketing arena.	E	
ICT skills including use of Microsoft applications.	An excellent command of EXCEL, WORD, Outlook and Power Point with a good knowledge of how social media can support our work and remain compliant with our social media policy	E	
Good verbal and written communication skills.		E	
Numerate and accurate with attention to detail.			D

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Understanding of how to deal with customers appropriately.		E	
Proven ability to prioritise workloads and achieve deadlines (both by self and with others).		E	
Qualifications			
Role Profile requirements.	Job specific examples. (if left blank refer to left hand column)	Essential	Desirable
Educated to level 3/4 qualification standard or able to demonstrate equivalent experience.		E	
Other Requirements			
RSA III (Word Processing) or equivalent professional qualification may be required.			
May require relevant certifications including evidence of fluency in English language.			
<p>The Isle of Wight Council is committed to safeguarding and promoting the welfare of vulnerable children and adults and operates stringent recruitment practices. All employees are expected to familiarise themselves with the Council's Safeguarding Policies and all other relevant policies so our staff can work safely, professionally and competently at all times.</p> <p>The Isle of Wight Council has a duty to protect employees from harm as far as is reasonably practicable and all employees have a duty to protect themselves and others from harm. All employees are expected to familiarise themselves with the Council's Health & safety Policies and undertake relevant training to ensure compliance with Health and Safety Requirements.</p> <p>All employees are required to comply with the Council's Data Protection and GDPR Policies. You are responsible for ensuring that any information or data you collect, or input complies with the standards set out in these documents.</p>			
Organisation Structure (optional)			