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| **Job Title:** | **Communications Executive** |
| **Reports To:** | **Head of Marketing & Communications** |

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| **Job Summary:** | Support Communication Excellence Across a Leading Care Brand Are you a confident and creative communicator with a passion for storytelling, writing, and content creation? At Avery Healthcare, we’re looking for a Communications Executive to support our internal and external communications across a range of exciting platforms and projects. Based at our Northampton Group Support Centre, you’ll play a key role in writing and editing content for internal newsletters, our website, marketing materials, PR, and more. You’ll also help manage reviews and ensure all communications – whether for colleagues, residents, or prospective families – are clear, consistent, and aligned with Avery’s brand tone of voice. Working closely with the Marketing Manager, you’ll contribute to a wide variety of tasks and campaigns that support our homes, celebrate our people, and drive occupancy. This is a fantastic opportunity for a communications or marketing professional looking to grow in a supportive, fast-paced team. |

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| **Role Responsibilities:** |
| **Internal Communications*** Support the planning, creation, and distribution of internal newsletters including In the Know and Avery Talk.
* Write and update content for the Avery intranet to ensure it’s engaging, relevant, and up to date
* Liaise with teams across the business to gather content, stories, and updates for internal use.

**Public Relations & Brand Storytelling*** Assist with writing press releases and media statements to support Avery’s PR activity.
* Help coordinate award submissions that highlight the achievements of Avery’s teams and services.
* Build a bank of case studies, good news stories, and resident/lifestyle content.

**Copywriting & Marketing Support*** Write and edit copy for Avery’s website, brochures, leaflets, and email marketing campaigns.
* Ensure all copy reflects Avery’s tone of voice and brand standards.
* Collaborate with the wider marketing team on content development and campaign
* support.

**Digital & Review Management*** Monitor and respond to reviews across platforms such as Google, Facebook, Glassdoor, and Indeed, ensuring responses are timely, appropriate, and on-brand.
* Escalate any concerns or trends to the Marketing Manager or wider team as needed.

**Tone of Voice & Brand Consistency*** Ensure a consistent tone of voice is maintained across all written content – both internal and external.
* Help maintain content standards, style guidelines, and messaging consistency across platforms.

**Team & Project Support*** Support the Marketing Manager with administrative and creative tasks across ongoing campaigns
* Contribute ideas to enhance internal communications, PR, and brand storytelling efforts. ·
* Provide general team support to ensure smooth and efficient campaign delivery.
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| **Person Specification:** |
| * Some experience in a communications, marketing, or content writing role (in-house or agency).
* Excellent writing, proofreading, and editing skills with strong attention to detail.
* A natural storyteller who can adapt tone and messaging for different audiences and formats.
* Familiarity with email marketing platforms, intranet systems, or CMS (desirable but not essential).
* Organised and proactive, with the ability to manage multiple tasks and meet deadlines.
* A team player with strong communication skills and a positive, flexible approach.
* Willingness to learn and develop within a fast-paced marketing team.
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| Values – I am fully committed to being: * Caring
* Supportive
* Honest
* Respectful
* Accountable
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| Agreement: |
| **Employee Signature:** |  | **Date:** |  |
| **Manager Signature:**  |  | **Date:**  |  |