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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. |
| Values – I am fully committed to being:   * Caring * Supportive * Honest * Respectful * Accountable |

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| Agreement: | | | |
| **Employee Signature:** |  | **Date:** |  |
| **Manager Signature:** |  | **Date:** |  |