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| **Job Title:** | **Digital & Social Media Manager** |
| **Reports To:** | **Head of Marketing** |

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| **Job Summary:** | **Join Our Team as a Digital & Social Media Manager**  Avery Healthcare is seeking a highly skilled and motivated Digital & Social Media Manager to join our marketing team, based in Northampton. This role offers an exciting opportunity for a talented individual to lead our digital initiatives, overseeing our online presence and driving engagement across multiple platforms. If you are passionate about digital marketing, social media, and content creation, we encourage you to apply.  As the Digital & Social Media Manager, you will play a key role in shaping and managing Avery Healthcare’s online reputation and digital footprint. Your responsibilities will span from managing reviews and directories to creating engaging content and leading campaigns across various digital channels. You will work closely with our marketing team, external partners, and care home teams to ensure Avery's digital presence reflects our commitment to excellence.  **Why Work with Us:**  Creative Leadership: Lead digital initiatives and contribute to Avery Healthcare’s overarching marketing strategy.  Collaborative Environment: Work alongside a passionate team and external agencies to implement effective digital campaigns.  Meaningful Impact: Make a difference by representing a brand dedicated to providing exceptional care and support to residents and their families.  **Additional Opportunities:**  Visit our care homes to capture high-quality video and photographic content that reflects the outstanding care we provide.  Assist in recruitment marketing to attract top talent to our homes.  Collaborate with external agencies on collateral, promotional materials, and PR initiatives, including award submissions.  This position offers a unique opportunity to be at the forefront of digital marketing within the healthcare sector. If you are ready to take the next step in your career and are eager to contribute to a dynamic and purpose-driven organization, we would be delighted to hear from you.  Apply today to become part of the Avery Healthcare team, where your skills can make a lasting impact. |

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| **Role Responsibilities:** |
| Review Management: Oversee responses to reviews on platforms such as Carehome.co.uk and Google, liaising with care homes to ensure timely and appropriate replies.  Directory & Uberall Management: Ensure that all online directory listings, including Uberall notifications, are accurate and up-to-date across all relevant platforms.  Social Media Management: Manage Avery Healthcare’s social media platforms, including Facebook, LinkedIn, Glassdoor, and Indeed. Ensure all posts adhere to company policy and maintain a consistent tone of voice.  Website & SEO Management: Manage website content updates and work on search engine optimization (SEO) to enhance visibility and user experience. Support the creation of new web pages when necessary.  Content Creation & Editing: Leverage your video and photo editing skills to produce engaging content for campaigns and social media channels.  Google & Facebook Audits: Conduct regular audits to ensure the accuracy of open times, phone numbers, and business categories.  Agora Portal Monitoring: Maintain the content reference chart in the Agora portal to ensure it is regularly updated with changes, such as holiday information.  Email Marketing: Send monthly Eshots and performance reports to our care homes, particularly Hawthorns, to keep teams informed and engaged.  Intranet Updates: Assist with updating the company intranet to ensure effective internal communication.  New Build & Refurbishment Support: Assist in the marketing of new builds and refurbishments, ensuring that the brand’s message is communicated clearly.  PPC / PMAX & Campaign Management: Provide support for paid search (PPC) and Performance Max (PMAX) campaigns, working to increase engagement and online visibility.  Social Media Scheduling: Develop and maintain a structured social media calendar, ensuring consistent and timely content across platforms.  **This is not intended as an exhaustive description of duties and responsibilities and may be amended following consultation with the jobholder.** |

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| **Person Specification:** | | |
| **Experience** | **Essential/Desirable** | **Assessment** |
| 3-5 years of experience in digital marketing, social media management, or a related field. | Essential | Interview/references |
| Experience working in healthcare, hospitality, or a service-oriented industry | Desirable | Interview/references |
| A degree in marketing, digital media, communications, or a related field | Desirable | Interview/references |
| **Knowledge/Skills & Abilities** |  |  |
| Social Media Platforms | Essential | Interview/references |
| SEO & Web Management | Essential | Interview/references |
| PPC / Paid Social Experience | Essential | Interview/references |
| Analytics Tools: Proficiency with tools such as Google Analytics, social media insights, and other reporting platforms to track and improve performance | Essential | Interview/references |
| Communication: Excellent written and verbal communication skills for crafting engaging content and responding to online interactions. | Essential | Interview/references |
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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:** |  |