**Marketing & Business Development Director**

**Purpose:** Responsible for the day-to-day execution of the integrated marketing strategy.

**The post holder will**:

* Support the Marketing and Business Development team to drive private self-funded patient numbers,

private medical insurance referrals, Benenden Members paid for services and NHS e-referrals

**Role Profile – Marketing Executive**

**Senior Marketing & Business Development Manager**

**Marketing Executive**

**Key Result Areas**

Responsibilities include:

* Supporting the website delivery
* Conducting and communicating competitor research
* Aiding the execution of promotional items
* Writing and proof reading creative copy
* Assisting in organising and executing internal and external events
* Updating databases using a customer relationship management (CRM) system
* Monitoring and reporting on performance
* Implementing the social media strategy and managing the day-to-day delivery
* Managing the content and printing of hospital literature
* Writing and supporting the implementation of email marketing
* Day-to-day administration duties supporting the department

**Skills and Experience**

Degree in Marketing, Communications or a similar relevant field

A minimum of one year marketing experience

A proven track record of implementing successful marketing strategies

Demonstrable knowledge of the principles and practice of marketing

Hands on experience with IT and marketing techniques, including CMS and Microsoft Office

Excellent ability to interpret and analyse data

Effective and adaptable verbal and written communication style

Excellent organisational and time management skills

Proactive approach and results driven

Strong attention to detail

**Measurement**

Performance against sales and revenue targets

Performance against personal development plans

Value led behaviours

Be Caring
• We know what we do matters
• We’re proud and enjoy what we do
• We promote a culture of care, respect compassion and wellbeing
• We protect the mutual ethos
    Be Connected 
• We collaborate and share across teams, departments and the business
• We listen to understand each other and our member’s needs
• We support one another by having open and honest conversations
• We recognise that we’re stronger together
Be Brave
• We embrace change 
• We challenge and ask ‘why’ as well as  ‘why not’
• We always want to learn
• We are not afraid of trying new concepts and ideas
      Be Smart
• We approach problems with a solution mind-set
• We actively seek to improve and be better and we learn from our mistakes
• We spend members money wisely
• We’re invested in the future of our business


**Values**