

# **ABBNEYFIELD WESSEX SOCIETY LTD**

## **DRAFT JOB DESCRIPTION**

**JOB TITLE:** Marketing Manager

**RESPONSIBLE TO:** Director of Finance & Business Support

**MAIN PURPOSE OF THE JOB:** This is a delivery-focused marketing role supporting both individual homes and group-wide activity. We are looking for a practical, organised and hands-on Marketing Manager who can strengthen enquiry generation, improve digital visibility, enhance the customer experience and support occupancy through effective, results-driven marketing. A priority will be leading the redevelopment of the website so it becomes an engaging, reassuring and high-performing conversion tool.

Working closely with the CEO, Director of Operations and House Managers, you will deliver day-to-day marketing activity that increases enquiries, drives visits, improves event attendance and enhances the organisation's local reputation. You will create compelling content, oversee campaigns and ensure consistent, high-quality communication across all channels.

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### **KEY DUTIES AND RESPONSIBILITIES:**

#### **Digital, Website & Online Visibility**

- Lead the redevelopment of the website, managing external partners to deliver a modern, user-friendly and mobile-optimised experience.
- Maintain engaging, informative content using clear messaging, strong imagery, video and testimonials that reflect life across our houses.
- Ensure leads become positive viewings and potential residents
- Monitor and improve website performance to increase enquiries and conversion rates making use of website analytics tools to track user behaviour, traffic sources and site performance
- Manage SEO fundamentals, Google Business Profiles and directory listings to improve visibility and search performance.
- Support testing and evaluation of PPC activity, if required, to understand its impact on enquiry quality and volume.

#### **Campaigns, Content & Collateral**

- Create clear, engaging marketing materials such as brochures, visitor packs, flyers and posters.
- Develop content including resident and family testimonials, stories, photography and short video.
- Deliver group-wide and home-specific campaigns to support events, availability updates and promotional activity.
- Produce quarterly direct mail /door-drop campaigns targeted by location or demographic.
- Write high-quality copy for digital and printed materials, ensuring consistency of tone and message.
- Coordinate local offline advertising such as community magazines, local newspapers, parish newsletters and explore the use of low-cost local radio where appropriate.

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## **Social Media & Email Marketing**

- Lead day-to-day management of the group's social media channels, posting consistently and showcasing life across the houses.
- Work with House Managers and team members to source authentic content, providing guidance on what to capture.
- Edit and approve all content to ensure accuracy, quality and consistency.
- Use boosted posts to increase local reach and engagement where appropriate.
- Create regular email communications to nurture prospects and share updates on events and availability.

## **Events & Community Engagement**

- Support House Managers to promote events through offline channels such as posters, printed invitations, community noticeboards, and local distribution points.
- Coordinate promotion of group-wide and seasonal events using email, social media, direct mail and community channels.
- Provide templates, assets and practical guidance to help House Managers run successful events.
- Build local community visibility by strengthening relationships with groups, organisations and referral networks.
- Work with our chosen charity, Linking Lives to set up a pilot community befriending service.

## **Volunteers**

- Work with House Managers to identify and recruit volunteers for specific duties within each house and work with and alongside the House Manager.
- Co-ordinate and set up "Friends of Abbeyfield Wessex" for each house, whose role would be to support the house.

## **Reputation, Reviews & PR**

- Maintain accurate and engaging Google Business Profiles for each house.
- Support House Managers to encourage and respond to online reviews professionally.
- Gather and share positive stories, testimonials and resident experiences across channels.
- Identify PR opportunities and develop human-centred stories to raise awareness locally.

## **Stakeholder Support**

- Build strong working relationships with House Managers and the Operations team.
- Support House Managers with clear messaging and confident, high-quality communication with prospective residents and families.
- Strengthen the customer journey by supporting excellent enquiry follow-up, warm and timely communication, and consistent call handling to improve conversion from enquiry to visit and visit to move-in.
- Provide practical guidance, templates and coaching that help teams promote their homes effectively.
- Coordinate with external creatives such as designers, printers, web developers and photographer.

## **Reporting & Budget**

- Implement tracking for enquiries, campaign performance, website activity and community engagement.
- Monitor key performance indicators (KPIs) such as enquiry volume, event attendance, digital engagement and local visibility, adjusting activity to improve results.
- Produce clear reports with insights and recommendations.
- Manage the marketing budget effectively and prioritise activities that deliver value.

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### **About You**

- Experience in marketing within housing, care, later living, property or another service-led sector.
- Comfortable delivering both digital and offline marketing activity, including social media, email, websites, direct mail, printed materials and local advertising.
- Strong writing, content creation and campaign delivery skills.
- Passionate about delivering an excellent customer experience and supporting teams to provide timely, warm and consistent communication.
- Confident supporting events and community engagement activities with on-site teams.
- Highly organised, proactive and able to manage multiple priorities across several homes.
- Collaborative, warm and motivated by helping people make informed, confident decisions about where they live.

### **Other**

- Maintain confidentiality for residents' information
- Attend training courses as required.
- Some weekend work may be required in this position.
- Any other duties which may be required, commensurate with the grading of this post.

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**PERSON SPECIFICATION – Marketing Manager**

<b>CRITERIA</b>	<b>HOW ASSESSED</b>	<b>ESSENTIAL</b>	<b>DESIRABLE</b>
<b>QUALIFICATIONS &amp; TRAINING</b>			
Educated to GCSE grade C or equivalent in English and Maths.	Application Form	*	
<b>EXPERIENCE &amp; KNOWLEDGE</b>			
Proven experience in a marketing or communications role within housing, care, later living, property, or another service-led sector.	Application Form	*	
Experience managing websites, including working with external web developers and digital partners.	Application Form	*	
Hands-on experience delivering both digital and offline marketing, including social media, email, websites, printed materials, direct mail and local advertising.	Application Form	*	
Strong understanding of SEO fundamentals, Google Business Profiles and online visibility.	Application Form	*	
Experience producing engaging content, including written copy, photography, testimonials and short-form video.	Application Form Interview Questions	*	
Experience working across multiple locations or sites	Application Form		*
Familiarity with PPC advertising and performance testing.	Application Form		*
Experience coordinating PR or securing local media coverage.	Application Form		*
<b>SKILLS &amp; BEHAVIOURS</b>			
Excellent written communication skills, with the ability to write clear, warm and engaging copy for both digital and printed materials.	Application Form Interview Questions	*	
Strong organisational skills, with the ability to manage multiple priorities across several homes or projects simultaneously.	Application Form Interview Questions	*	
Confident working collaboratively with non-marketing colleagues, providing guidance and practical support.	Application Form Interview Questions	*	
Ability to analyse performance data and use insight to improve marketing activity and outcomes.	Application Form Interview Questions	*	

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Comfortable coordinating external suppliers such as designers, printers, photographers and web developers.	Application Form Interview Questions	*	
Strong attention to detail, ensuring accuracy, consistency and quality across all communications.	Application Form Interview Questions	*	
Basic design or content-editing skills using common marketing tools and platforms.	Application Form		*
<b>PERSONAL QUALITIES</b>			
Passionate about delivering an excellent customer experience and supporting people to make informed, confident decisions about where they live.	Application Form	*	
Comfortable supporting events and community engagement activities, including occasional on-site and weekend work.	Application Form	*	
Values-led, with a genuine interest in later life, community connection and wellbeing.	Application Form	*	
<b>OTHER REQUIREMENTS</b>			
Driving licence and own vehicle	Application Form Interview Questions	*	
Undertake training as required	Interview Questions	*	
Satisfactory DBS check	DBS Form	*	