



## CANDIDATE BRIEF

# MARKETING CO-ORDINATOR



# VIDA HEALTHCARE

Committed to providing the highest quality care for people living with dementia.

Vida Healthcare is a specialist dementia care provider based in Harrogate, North Yorkshire. Our three purpose-built care homes – Vida Hall in Starbeck, Vida Grange in Pannal and Vida Court in Harlow Carr all offer quality, person-centred care, state-of-the-art facilities and all the comforts of home.

## MISSION STATEMENT

To offer 'Peace of Mind through Trust and Understanding for All'

## OUR ETHOS OF CARE

### **We are committed to providing quality care**

Every person receiving our service will experience quality care. It is essential to us that excellence remains at the forefront of our efforts.

### **We will use the most up to date information available to us**

We will use the latest research, emerging evidence and professional literature, in conjunction with our own in-house clinical expertise to provide the highest standards of care.

### **We will always respect and protect the rights of our service users and deliver high quality, compassionate care**

Through a comprehensive induction and ongoing training programme, our staff will have a clear understanding and respect for the core values which underpin the care and support we provide; respect, dignity, fairness, equality and autonomy.

### **We will approach our duties within Vida Hall, Vida Grange and Vida Court with sensitivity and respect**

We will aim to adapt our ways of working whenever possible to cater for people's needs and routines. We will respect our residents' privacy and involve them in decisions which affect day to day living within the home.

### **We believe the employees of Vida Healthcare are its greatest asset**

Vida Healthcare supports its staff to meet their personal responsibilities in relation to the knowledge and accountability for their own practice. We are committed to providing ongoing staff supervision and appraisals, structured training programmes and individual training objectives to allow for professional growth and development.





## VISION & VALUES

**V**ERY IMPORTANT PEOPLE

**I**N IT TOGETHER

**D**ETAIL, DETAIL, DETAIL

**A**LWAYS KIND

*To be united in excellence*

*Peace of mind through trust & understanding for all*



# JOB DESCRIPTION

**Job Title:** Marketing Co-ordinator

**Reports to:** Marketing & Admissions Manager

## Job Summary

- The primary focus of this role is to support the Marketing & Admissions department in executing various marketing strategies and campaigns for the Vida Healthcare group. The role involves assisting with campaigns and events, website support, social media content and planning, and assisting with the day-to-day operations of the department.

## Professional requirements and experience

- Educated to at least GCSE or equivalent (English & Maths are essential)
- Minimum of 2 years' experience in a marketing role
- Strong IT and analytical skills
- Experience of graphic software packages including Canva would be advantageous, as would an understanding of WordPress and Yoast SEO

## Knowledge and Expertise

- Exemplary administration and organisation skills are essential, with strong attention to detail
- Have a creative flair in order to produce high quality advertising and promotions
- Have a keen interest, and keep up-to-date with the latest marketing trends
- Excellent customer service and inter-personal skills
- Strong communication skills; both written and verbal
- Capable of prioritising a busy and varied workload with the ability to work on own initiative and as part of a wider team
- Flexible, can-do attitude
- Excellent time-management skills with the ability to manage multiple tasks simultaneously

## Responsibilities

### Marketing

- Assist in the development of marketing campaigns to include promotional activities across various medias including magazine/newspaper adverts and articles, radio and social media
- Build and maintain relationships with key advertising partners, including but not limited to: Your Harrogate, Yorkshire Post and Harrogate Advertiser
- Be the point of contact for local community links
- Design marketing material and advertising signs
- Manage Vida's internal communications platform to staff and other stakeholders
- Create social media content; Facebook, X, TikTok and Instagram

- Maintain the company's online profile on care platforms, including but not limited to: Carehome.co.uk, carechoice.co.uk, caresource
- Engage with staff, residents and families across all three homes to take photographs for internal and external purposes, in accordance with appropriate consent
- Submit entries for national and regional awards including, but not limited to: Great British Care Awards, Skills for Care Accolades and Care UK Awards
- Plan and organise company events including, but not limited to: regional and national awards, Christmas party, summer social

### **Departmental operations**

- Maintaining the company's internal communications platform, including keeping membership lists and access up-to-date
- Posting approved content to the company's internal communication platform, ensuring appropriate consent is adhered to
- Nominal role audit as and when required
- Overseeing the marketing email account, executing any required actions, and/or escalating actions to the Marketing & Admissions Manager
- Maintaining and updating the marketing monthly calendar to include research of various awareness days, ensuring relevant management and department are informed of forthcoming events
- Liaise with Wellbeing Co-ordinators for production of monthly activity calendars at each of the three homes
- Update and maintain residents' consent information, and chasing any outstanding forms
- Archiving relevant information when a resident is discharged from Vida for whatever reason
- Manage surveys using Google Forms, collating and circulating results data to the Marketing & Admissions Manager, and/or Directors
- Assist in gathering testimonials and case studies from staff and families

### **Job Type**

- This is a full-time role, working 40 hours per week, Monday to Friday
- A full-clean driving licence is essential as travel between the three homes, and academy is a key part of the role, for which a mileage allowance will be paid

# WHAT WE OFFER

Annual salary of £27,500

Membership of a workplace pension scheme (where eligible)

Salary sacrifice schemes (where eligible):

- Cycle to work
- Pension

Employee Assistance Programme

- A free, confidential health and wellbeing service for all of our employees and their immediate families

Healthcare Cash Plan

Blue Light Card

- The discount service for the emergency services, NHS, social care sector and armed forces, providing members with thousands of amazing discounts online and on the high street

Free on-site parking

Excellent working conditions and environment

Free access to Vida Academy

- Vida Academy is the way we support all our staff, from new starters right through to senior managers, to learn and develop in their role. Vida Academy promotes lifelong learning across the organisation and establishes our staff as dementia ambassadors



# HOW TO APPLY

All candidates must complete our [application form](#), including a personal statement outlining how they meet the requirements for the role. Please send to [recruitment@vidahealthcare.co.uk](mailto:recruitment@vidahealthcare.co.uk)

To provide false information is an offence and may result in your application being rejected, any offer of employment being withdrawn, or summary dismissal if already appointed.

Selection for interview will be undertaken by a panel. Each panel member will assess which candidates most closely meet the necessary experience and skills criteria for the role. At least one member of the interview panel will hold a current Safer Recruitment Certificate.

Closing date for applications is **22 September 2024**

Interviews will be held week commencing **23 September 2024**

We reserve the right to close the vacancy if a suitable candidate is identified during the recruitment process.



We look forward to receiving your application.

