VIDA

HEALTHCARE

MARKETING ADMINISTRATOR

CANDIDATE BRIEF

A Collection of Dementia Care Homes in Harrogate



VIDA

COURT

Beckwithshaw



VIDA

GRANGE

Pannal



VIDA

HALL

Starbeck

MISSION STATEMENT

To offer ‘PeaceofMindthroughTrustandUnderstanding for All’



VIDA HEALTHCARE

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

Vida Healthcare is a specialist dementia careprovider 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.

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 theforefront 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 rightsof 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' privacyand involve them in decisions which affect day to day livingwithin the home.

We believe the employees of VidaHealthcare are its greatest asset

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



VIDA
HEALTHCARE

VISION & VALUES

VERY IMPORTANT PEOPLE

IN IT TOGETHER

DETAIL, DETAIL, DETAIL

ALWAYS KIND

To be united in excellence

Peace of mind through trust & understanding for all

JOB DESCRIPTION

MARKETING ADMINISTRATOR

Reports to: Marketing & Admissions Manager

Job Summary

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, updating the website, 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)
- Previous experience of working within in a marketing role is desirable
- Strong IT and analytical skills
- Experience of graphic software packages including Canva would be advantageous, as would an understanding of WordPress and Yoast SEO
- Experience of applying AI tools to optimise marketing performance

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 promotional material
- 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 as well as managing multiple tasks simultaneously
- Flexible, can-do attitude

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
- Create and schedule content across social media platforms including Facebook, X, TikTok and Instagram
- Build and maintain relationships the company's online profile on care platforms, including but not limited to: carehome.co.uk, carechoice.co.uk, caresource.co.uk
- 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

- 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 departments are informed of forthcoming events
- Liaise with Wellbeing Co-ordinators for production of monthly activity calendars at each of the three homes
- 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
- Assisting with audits as and when required

DataProtection

The Company's Data Protection Policy is available on the Vida Policies platform. All job roles within Vida Healthcare are required to adhere to the Company's Data Protection Policy at all times when handling personal data in the course of executing their role responsibilities. Failure to comply with the Company's Data Protection Policy may be dealt with under the Company's disciplinary procedure and, in serious cases, may be treated as gross misconduct leading to summary dismissal.

Alignment to the Adult Social Care Workforce Pathway

The Marketing Co-ordinator contributes to the delivery of the Adult Social Care Workforce Pathway through demonstrating professionalism, effective communication, digital competence, collaborative working, equality and inclusion, and a commitment to person-centred services. The role supports



workforce development, community engagement, organisational culture and the promotion of high-quality care through all communication and marketing activities.

General requirements

All staff at Vida Healthcare, irrespective of their role are expected to:

- A full, valid driving licence is required, as the role involves regular travel between and visits to all three sites.
- Adhere at all times to all Company policies including, but not limited to, Health & Safety, Conduct, Confidentiality, Attendance, Appearance, and Behaviour;
- Take responsibility for their own ongoing learning and development in order to maximise their potential;
- Represent Vida Healthcare to provide the highest possible standard of service to residents and members of the public, by treating everyone that one comes into contact with in the course of their work in a pleasant, courteous and respectful manner;
- Strive to be inclusive and create a place where we can all be ourselves and be proud of our range of diverse backgrounds;
- Treat and respect all colleagues as equals irrespective of their role, displaying and promoting Vida's value of "In It Together";
- Share the Company's values and commitment to providing the highest quality, compassionate care;
- *The **Marketing Administrator**, along with all other roles within the Company, carries the responsibility for safeguarding and promoting the welfare of our residents.*

This job description indicates the main duties and responsibilities of the post. It is not intended as a complete list and may be subject to review periodically.



WHAT WE OFFER

Hours and salary

- 22.5 hours per week
- £14.42 per hour

Membership of a workplace pension scheme (where eligible)

Salary sacrifice schemes (where eligible)

- Cycle to work
- Electric Vehicles
- Pension

Staff referral scheme

Early Pay

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

- 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.

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 23 November 2026

Candidates must have the right to work in the UK as we cannot offer sponsorship for this role

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



We look forward to receiving your application