



# MIDDLETON HALL

RETIREMENT VILLAGE

AN EMPLOYEE OWNED COMPANY

## MARKETING & COMMUNICATIONS EXECUTIVE

**We're looking for a proactive, creative, enthusiastic and experienced Marketing & Communications Executive to join our team to promote our unique and award-winning retirement village.**

### **About the role:**

To work alongside the Marketing and Communications Manager in promoting Middleton Hall Retirement Village to its target audiences via a range of marketing activities including:

- Digital marketing
- General marketing and content creation
- Design and print
- Events

### **Marketing & communications Executive**

- Develop and maintain links with colleagues, teams and external partners and organisations to gather regular photos, videos and stories about residents and life at MHRV to increase MHRV's online presence
- Plan, create and implement an engaging schedule of daily content for MHRV's social media channels (Facebook, Instagram, Twitter and LinkedIn) using Hootsuite
- Pro-actively monitor, enhance and develop MHRV's social media feeds
- Plan, create and monitor Facebook + Instagram ad campaigns working within a budget
- Ongoing review and updating of MHRV website content – including SEO, text, images and news blog
- Creating monthly analytics reports for MHRV's social media feeds and website
- Plan, create and monitor responses for a regular schedule of Mailchimp marketing campaigns
- Managing and updating marketing databases
- Inputting and extracting information and analytics from MHRV's CRM system
- Reviewing and updating content on referral websites
- Develop market sector knowledge and conduct research of competitors, market trends, demographics, pricing strategies, and other relevant information to support sales and marketing planning
- Develop an ongoing schedule of promotional plans
- Research, write and proofread engaging news stories and content for use across social media, website, newsletters and media releases
- Plan and create regular newsletters for residents, families and prospects
- Be aware of ARCO compliance requirements for the marketing of independent retirement properties



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- Take and source photos and videos for use on social media, in news stories and on the website and maintain efficient shared filing system
- Brief and manage external photographers/videographers on planned photo and film shoots
- Research and draft copy and source images for sponsored features
- Update the internal communication system as required
- Manage a calendar of award submissions and support the creation of entry materials
- Ensure brand consistency across all MH materials
- Design and create audience-appropriate publicity materials for in-house events using Canva
- Support the Client Services Advisor with the creation of templates for moving in packs and all documentation related to moving in
- Liaise and brief external designers, printers and suppliers as required
- Events
- Planning, organising and attending marketing events and open days for prospective residents
- Provide marketing support and attend MHRV external events - eg Open Days and National Garden Scheme Open Day
- Liaison and marketing support for events organised by the Healthy Living and hospitality teams
- Work proactively and manage workloads independently without the need for constant supervision
- Maintain a strong focus on creativity and attention to detail - including proofreading copy
- Build links with residents and maintain ongoing interactions
- Represent the marketing team at meetings or events as required
- Attend or provide updates for the morning operational meetings
- Answer incoming telephone sales enquires when required and update the CRM system as necessary
- Maintain the organisation and storage of marketing materials and keep a tidy office environment
- Undergo continuous personal development
- Any other duties commensurate with the nature and level of the post, as directed by the Marketing and Communications Manager

This list is not exhaustive and is only an indication of responsibilities.

## The Opportunity:

- Permanent position
- Competitive Salary
- Full time 37.5 hours per week, Monday - Friday with occasional out of hours and weekend working due to the nature of the role
- Office-based with flexible home working according to ongoing job requirements
- We welcome you to come join us in our vision "to be recognised as the best retirement village in the UK".



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## Join us and we will:

- Support you through a comprehensive (but fun & friendly) induction programme
- Discuss and support you through many training & development opportunities
- Support Co-owner wellbeing - promoting use of our extensive facilities: spa, gym, pool, woodland walks, art studio, library, plus many more!
- Offer discounted food & drink from our on-site farm shop and orangery café
- Ensure you always have someone to talk to, either on-site or via our 24/7 EAP service

## A little more info...

We're proud to **recruit on values** so whether you have or haven't worked in Health & Social care previously don't let this worry you! **Our people matter** – we don't just look at qualifications.

*“The best thing about working at Middleton Hall is meeting the residents and having a positive impact on their lives.”*

*“Being a Co-owner alongside working in a great team makes it a pleasure to come to work.”*

*“No two days are the same making it different and exciting.”*

## The Application process:

We're looking to recruit the right person now – so don't delay in applying

Please download & complete an [application form](#) and return this to us via [recruitment@mhrv.co.uk](mailto:recruitment@mhrv.co.uk)

We are committed to safeguarding and promoting the welfare of our residents. We expect all co-owners and volunteers to share this commitment and an enhanced disclosure & barring service check (DBS) will be sought.

As part of our pre-employment process, you will be required to provide evidence of completed Covid-19 vaccinations or complete a medical exemption self-certification form.

At any stage of the application process – should you have any questions, don't hesitate to get in touch!