

Job Description

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| Job Title | Marketing Executive |
| Job Type | Permanent 5 days per week in the office (8.30 am – 4.30 pm) |
| Location | WHA House, Pontprennau, Cardiff |
| Report | Sales and Marketing Manager |

Job Description

WHA Healthcare is a not-for-profit company that provides simple, affordable healthcare cash plans to individuals, families, and companies. We are going through a very exciting time as we get ready for growth, and this role is brand-new to the department.

As a Marketing Executive at WHA Healthcare, you will be a key team player in driving our marketing efforts to new heights. You will work closely with the sales and marketing manager to implement the strategic marketing plans that align with our business objectives. We are looking for someone with a customer-focused mindset who is enthusiastic about every aspect of marketing. Your creativity, analytical skills, and ability to multitask will be essential in executing successful campaigns and projects.

Responsibilities

Brand Management – Ensure that all marketing materials follow the company brand guidelines so that all channels internally and externally maintain professionalism and consistency.

Digital Marketing – Supporting our marketing campaigns, with the goal to increase brand awareness and improve conversions using social media, PPC, email marketing, and content creation.

Marketing Campaigns – Assisting with the development and execution of multi-channel marketing campaigns with the objective to achieve business objectives.

Community & Charity Engagement – Create and implement initiatives for community engagement and build relationships with local organisations and other stakeholders.

Event Planning – To assist with pre-planning, on-site support, and post-event evaluation, as well as to attend and support an assortment of events. Increasing visibility and engagement.

Collaboration – Working directly with our sales team, providing them with the promotional materials and literature they need for customer visits, and working with our claims team to align marketing efforts with our business goals.

Promotional and literature Items – Support with the creation and printing of company brochures, manage the distribution of collateral and promotional items throughout the company, as well as oversee the relationships with our suppliers.

Market Research and Analysis – Conduct market research to discover trends, competitors, and customer preferences. Look for ways to gain understanding through data analysis, provide suggestions for improving marketing strategy, and create marketing performance reports with ROI and key metrics.

Initiatives and Optimising Business

- To support marketing initiatives that deliver new customers into the business.
- To support marketing initiatives that supports customer retention.
- To support the manager of sales and marketing who continues to grow the sales and customer service offering, including the development of new products.

Personal Activities

- Manage your personal development, in line with objectives agreed as part of the development and appraisal process.
- Take personal responsibility for following established departmental and company procedures, and where identified, communicating to your line manager any ideas for improvements or change.
- Have a personal responsibility and attitude towards Health & Safety and ensure you do everything to maintain and promote a safe working area.
- On occasion, be willing to be flexible regarding start and finish times to meet foreseen or unforeseen work.
- To carry out any other duties as delegated by your line manager.

The above responsibilities and accountabilities are for the whole company and are not exhaustive. The post holder will be required to undertake ad hoc duties when requested and any such tasks as may reasonably be expected within the scope of the role.

Essential / Skills Required

- Degree in Marketing or CIM Professional qualification.
- At least 2 years of experience in marketing.
- Proven track record of developing and executing successful marketing campaigns.
- Excellent communication skills, both written and oral.
- Proficiency in marketing software tools such as email marketing platforms, CMS, and social media management tools.
- Knowledge of digital marketing techniques, including SEO, PPC and social media advertising.
- Full clean UK driving license.
- Candidates must be eligible to live and work in the UK.

WHA Healthcare is a trading name of Welsh Hospitals & Health Services Association. A Limited Company Registered in Wales No 515135. Authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority. No 202605.

Personal Attributes

- Ability to work independently and as part of a team.
- Strong organisational and time management skills.
- High level of accuracy and attention to detail.
- Organised, structured, and data driven.
- Ability to handle multiple tasks and meet deadlines.

Desirable Requirements

- Knowledge of the PRA and FCA regulatory environment.
- Preferably with experience of working in Health/General Insurance products or within healthcare sector.
- Broad knowledge and understanding of the financial sector and current issues affecting it.

Package

Working hours

- The working hours are 08:30-16:30 five days a week from Monday to Friday.

Salary

- Generous Salary dependent on skills and experience.
- Generous Pension Contribution (13%).
- 25 Days Holidays PA + Bank Holidays.
- Free Healthcare Cover.
- Death in Service cover after successful 6-month probation period.