

## Job Description

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

## Job Description

WHA Healthcare is a not-for-profit organisation providing simple, affordable healthcare cash plans to individuals, families, and companies.

As a Marketing Executive, you will play a key role in supporting the delivery of marketing activity across the business. Working closely with the Sales & Marketing Manager and wider teams, you will help implement marketing plans that support growth, retention, brand awareness, and customer engagement.

This role suits someone with a customer-focused mindset who enjoys variety, is enthusiastic about marketing, and is comfortable balancing creative delivery with analytical thinking.

## Responsibilities

**Marketing Campaigns** – Assist in planning, developing, and delivering marketing campaigns across the business to support objectives, drive growth and enhance retention.

**Collaboration** – Work closely with the Business Development Executive to support existing groups and assist the Sales & Marketing Manager with key collaboration partners by providing promotional materials, literature, and marketing support to drive business growth.

**Community & Charity Engagement** – Develop and implement initiatives that foster community engagement and build strong relationships with local organisations and key stakeholders.

**Digital Marketing** – Support external agencies in the delivery of digital marketing activity across social media and PPC, while managing email marketing, content creation, and video production in-house to increase brand awareness, drive conversions, and support retention.

**Event Planning** – Support the planning, delivery, and evaluation of events, including pre-event preparation, on-site assistance, and post-event reporting, to increase brand visibility and engagement.

**Brand Management** – Ensure all marketing materials adhere to company brand guidelines, maintaining a consistent and professional presence across all internal and external channels.

**Promotional and literature Items** – Support the creation and printing of company brochures, manage the distribution of marketing collateral and promotional items, and oversee supplier relationships.

**Market Research and Analysis** – Conduct market research to identify trends, competitors, and customer preferences. Analyse data to inform marketing strategy and produce performance reports, including ROI and key metrics.

### Initiatives and Optimising Business

- Support marketing initiatives that deliver new customers to the business.
- Support marketing initiatives that support customer retention.
- Support the Sales & Marketing Manager in the ongoing development of the sales and customer service offering, including new products and propositions.

### 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.

### 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 the healthcare sector.
- Welsh language skills would be an advantage.
- 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 a successful 6-month probation period.