



Access Care

Sales & Marketing Manager

Our Company:

Access Care - Private, mid-size business established in 1994 - Care Worker Recruitment Agency
We are a friendly, hardworking, fun team, with a strong and successful product, an excellent company image and brand. We have a growing active social media presence, and a reputation to be proud of, operating since 1994. We are a genuine, honest business. We work hard and play hard, paying attention to minute detail to exceed our customers' expectations and offer a truly personalised service.

<https://www.access-care.co.uk/>

The Positions Up for Grabs:

Sales & Marketing Manager – (we'll call you a 'Team Leader')

Your Employment Status:

Employed. Full-Time. 09.00 – 17.30 Monday to Friday in the office.

Location:

The office is in the idyllic village of Goodworth Clatford, Hampshire. A commutable distance from Salisbury, Romsey, Andover, Basingstoke, or Winchester. The village has lovely countryside for walking, a park nearby, a personal training gym a few minutes away and good pubs perfect for a spot of lunch! There is an office pup too, a Cavalier King Charles Spaniel too called 'Chloe'!

Your Salary:

£40,000 PA

The Perks of your job:

- Your Role Will Make A Positive Difference to The Lives of Many People
- You'll Feel Trusted, Appreciated & Valued as Part of The Team
- An excellent chance to lead a small team and grow it to a large team
- Free Onsite Parking
- Bonus Birthday Day Off
- Ever-giving Fruit Tree
- 20 days' holiday + Bank Holidays pro rata
- Company Fun days & Company Sun Days
- 20% Friends & Family Discount on Access Care Agency Fees for our services
- 10% Discount @ The Owl & The Pussycat Boutique in Stockbridge
- The Infamous Access Care 'Christmas Stocking'
- Fun, Lively & Friendly Office with a Work-hard/Play-hard Mentality
- Childcare Voucher Scheme & Employee Pension Scheme

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The Purpose of your position:

Access Care is looking for an experienced results-oriented, inspiring, strategic Sales & Marketing Manager to help the business meet its ambitious growth targets and elevate the profile of the brand by increasing leads and raising awareness of Access Care across multiple channels. This is an exciting role that provide the opportunity to lead a small team with the intention of growing it considerably. Reporting directly to senior management, the Sales & Marketing Manager will shape an effective strategy as well as operating as a trusted advisor. This is a hands on B2C role spanning sales, digital marketing, PR, advertising and internal communications.

- Develop and activate sales and marketing strategies and campaigns to support business priorities and drive growth
- Manage all areas of the marketing mix including Advertising & Promotions
- Co-ordinating PR and writing & proofreading creative copy
- Focus on digital marketing activities including social media (paid and owned), email marketing and database marketing for acquisition and retention
- Support thought leadership to promote the expertise of the offering amongst clients and other stakeholders
- Research, development & pricing
- Track, analyse and report sales and marketing performance
- Develop, manage, and monitor performance of the Sales & Marketing Team within the company
- Manage the sales and marketing budget and plans
- Conducting research and analysing data to identify & define audiences
- Compiling & distributing financial & statistical information
- Writing & proofreading creative copy

Your Experience/Skills/Qualifications:

- Degree/Postgraduate
- 5year+ experience in similar role
- Managerial experience
- Advanced Microsoft Office Skills
- Competent in all social media (Buffer & Canva ideal)
- Google Ads & social media advertising experience an advantage
- Interpersonal skills & strong attention to detail
- Excellent Telephone manner and clear spoken English
- Creativity and imagination
- Influencing and negotiation skills
- Organisational ability
- A pro-active, not a re-active personality
- Ability & willingness to travel if necessary.

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Access Care

All About You:

Are you hungry to get your teeth into something you can be proud of? Are you able to help us develop and grow a department within the company? Do you like a challenge? We are looking for extremely organised, motivated, people with a drive to get stuck-in and make something their own, working closely with colleagues in your department and in conjunction with the whole team. Coupled with a burning ambition to succeed the roles suits people who genuinely 'care' for others and want to see them receiving the absolute best homecare available.

The company is in a growth phase and we are looking for new team members to come with us on an exciting journey. Paying attention to the finer details is key to our service as is going the extra mile for our clients and customers. We have a strong customer service focus and everything our team does is designed with the happiness and satisfaction of our customers in mind. We believe that the work we do reflects who we are – do you?

If so, please tell us why you think you are the next member of our team and make your application in the following way:

FAO Managing Director 'Tiggy Bradshaw'

Email your CV & A Cover Letter to: tiggy@access-care.co.uk

The process:

1. Send us the Email
2. We'll call you for an initial chat, so make sure you give us your number
3. If we think our paths are aligned, we'll invite you to interview where you'll be required to do a presentation
4. Then we'll either offer you a position with the team, or let you down gently

We are looking to fill these roles as soon as possible! Hint Hint, Nudge Nudge!!!