

**Employer:** The Purple House Clinic (Franchising Head Office)

**Location:** Woodhouse Eaves, Leicestershire

**Job Title:** Marketing Manager

**Hours:** negotiable (22.5 - 37.5)

**Salary:** £35,000

**Closing date:** Friday 5<sup>th</sup> April, 4pm

This is an exciting opportunity to join our Head Office (franchising) team at The Purple House Clinic. We are looking for an experienced marketing professional to play a key role in driving the expansion of the franchise network. This entails establishing a continuous stream of opportunities to attract new franchisees and offering strategic advice for the marketing initiatives of existing franchisees.

The post is offered on a full-time or a part-time basis (negotiable). If part-time, the agreed work pattern will be influenced by business needs as well as the candidate's preference.

Purple House is an expanding network of Mental Health and Neurodiversity clinics based in the UK, which currently comprises 7 franchisees. Our specialist services include psychological therapy, psychiatry, autism assessment, ADHD assessment, educational psychology and neuropsychology.

This is a great opportunity for an experienced marketing professional who would be excited to be part of a growing organisation. Benefits include: Competitive salary, work-place pension, 28 days holiday (FTE) plus bank holidays, CPD, and a positive working environment.

This organisation is committed to the protection and safeguarding of children and adults at risk, and promoting their welfare. The Purple House Clinic, therefore, expects all staff and volunteers to share this commitment. This post is subject to an enhanced level DBS Disclosure and Barring Check.

Informal enquiries are welcomed. Please call Katie Morris, Managing Director, on 01509 816693, or email [katie.morris@purplehouseclinic.co.uk](mailto:katie.morris@purplehouseclinic.co.uk)

## **JOB SUMMARY**

The Marketing Manager will report directly to the senior management team and is responsible for the planning and delivery of strategic and operational marketing and communications activity for the Purple House Clinic.

We are looking for an experienced, forward-thinking marketing professional who can contribute to business growth. This includes developing an ongoing pipeline of opportunity for the recruitment of new franchisees and providing guidance for franchisee marketing activities.

## **DUTIES AND RESPONSIBILITIES- (including but not limited to)**

### **Strategy and brand**

- Create and deliver strategic marketing plans that generate a continued pipeline of potential franchisees to support business growth.
- Develop a strategic and operational framework with supporting guidance and templates for franchisee's own (client) marketing activities.
- Communicate marketing strategies and results effectively to key stakeholders, including senior management and franchise partners.
- Conduct market research to identify trends, competitor activities, and customer preferences.
- Manage and enhance the company's brand identity, ensuring consistency across all marketing channels and materials.

### **Campaign activity**

- Oversee the development and execution of digital marketing campaigns that align with the strategic marketing plans outlined above, including SEO, PPC, social media, and email marketing.
- Implement and utilize analytics tools to measure and report on the performance of marketing campaigns. Make data-driven recommendations for improvements.
- Use Canva (or similar) to create graphics for social media, advertisements or marketing collateral.
- Manage content marketing campaigns and produce the relevant copy including social media posts, case studies, expert guides, newsletters, and award entries.
- Produce copy for print and digital marketing assets including the website.
- Oversee the use of analytics and insight to enhance website performance and increase lead generation.
- Create images for internal communications within the organisation.
- Ensure all marketing communications adhere to relevant legislative requirements.

### **Lead Generation**

- Develop an effective data capture strategy to optimise lead generation.
- Manage a database of prospective franchisees, execute initial email marketing campaigns and qualify leads.

### **Budget Management**

Develop, monitor, and manage marketing budgets to maximize return on investment (ROI) and achieve marketing objectives.

### **Training**

Assist in training franchisees, or their staff, regarding local marketing, as required and write marketing guides for the franchisee Operations Manual.

### **Other**

Carry out any other duties that may reasonably be required in line with the main responsibilities.

## **PERSON SPECIFICATION**

### **Educational Background:**

- Essential: Bachelor's degree.
- Desirable: Bachelor's degree in Marketing or Business Administration. Master's degree. Professional Marketing / Communications Qualification (e.g. CIM, CIPR).

### **Professional Experience:**

- Demonstrable progressive experience in marketing with experience in a managerial or leadership role.
- Proven track record of delivering strategic marketing activity that has delivered business growth.

### **Industry Knowledge:**

- Understanding of the market trends, customer behaviour, and industry dynamics related to the mental health sector.

### **Strategic Thinker:**

- Ability to develop and implement comprehensive marketing strategies aligned with the overall business objectives.

### **Digital Marketing Expertise:**

- Proficiency in digital marketing activity, including SEO, social media, and content marketing.
- Experience with marketing automation tools and analytics.

**Creativity:**

- Demonstrated ability to think creatively and develop innovative marketing campaigns that resonate with the target audience.

**Communication Skills:**

- Excellent written and verbal communication skills.
- Ability to communicate complex ideas in a clear and compelling manner.

**Analytical Skills:**

- Strong analytical and data-driven decision-making skills.
- Comfortable using data to evaluate marketing effectiveness and make necessary adjustments.

**Budget Management:**

- Proven experience in managing marketing budgets effectively, maximizing ROI.

**Personal Attributes**

**Innovative Thinker:**

- A forward-thinking individual with a proactive and innovative approach to marketing.

**Results-Driven:**

- A results-oriented professional with a focus on achieving and exceeding marketing goals.

**Adaptable:**

- Flexibility and adaptability to navigate the evolving landscape of marketing and business.

**Passionate:**

- Passion for marketing and a genuine interest in staying updated with the latest industry trends and technologies.

**Integrity:**

- High level of integrity and commitment to ethical business practices.

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