

<b>JOB DESCRIPTION</b>	
<b>Job title:</b>	Marketing Manager
<b>Team/Department:</b>	Commercial Team- CLEO Systems
<b>Location:</b>	Remote hybrid (with occasional travel to Ashford Kent)
<b>Hours of work:</b>	Full time 37.5 hours per week- Monday-Friday
<b>Job title the post holder will report to:</b>	Sales & Marketing Director
<b>Job titles reporting to the post holder:</b>	Marketing Executive
<b>Date the role profile was revised:</b>	March 2024
<p><b>JOB PURPOSE</b></p> <p>As a member of the commercial team within CLEO Systems you will play a key role in the development and expansion of a young growth software business, CLEO Systems 24 Ltd, which is a wholly owned subsidiary of Integrated Care 24 Group (IC24).</p> <p>We require a hands-on B2B Marketing Manager who thrives in a fast-paced, start-up style environment. Reporting to the Sales and Marketing Director, you will need to be an experienced and passionate Marketer who can drive activity across the full marketing mix, supporting the revenue growth aspirations of the business.</p> <p>This varied position would best suit a Marketer who is looking for plenty of ownership and not afraid to roll their sleeves up and pitch in with the team. You will have the opportunity to lead on content creation alongside our Marketing Executive and PR Manager including developing and reporting on content across all channels. No matter the activity, you will be playing a central role in the team, driving brand awareness and lead generation.</p> <p>Working collaboratively with our CLEO Systems teams will be critical, you will have a commercial mindset, be comfortable operating in ambiguous environments and communicating with a wide range of stakeholders at all levels of the organisation.</p> <p>Naturally customer-focused, you will have an entrepreneurial mind-set and a positive attitude. You will have an aptitude for inter-personal communication and be able to use these skills to be the face of CLEO Systems in a conference and customer settings.</p> <p>CLEO Systems operates in the integrated urgent healthcare market. You may have direct experience within this sector, or equally you may have worked with primary, emergency or secondary care applications.</p>	

## **KEY RESPONSIBILITIES AND ACCOUNTABILITIES**

- You will have a clear understanding of the Healthcare and Technology sectors that CLEO Systems operate in including being passionate about how technology has such a vitally important role to play in improving patient care.
- Working closely with the Sales, Marketing & Product teams you will create and execute product specific marketing plans and be accountable for ensuring we are delivering impactful campaigns and other marketing orientated activity to deliver measurable lead generation activities.
- Provide support to our Executive team to create presentations for event speaker opportunities as well as managing our event strategy.
- Provide support our Sales & Marketing Director in managing CLEO Systems relationships with our creative suppliers to ensure that we can continue to raise the profile of our brand, tell our story effectively that help to support the generation of new business opportunities for our sales team to take forward.
- You will use Hubspot CRM to manage marketing campaign activity. Experience using a CRM to deliver campaigns and track performance will be a vital part of this role.
- You will always have up to date knowledge of our market as you will be responsible for monitoring trade media news publications gathering useful information on competitor, customer and sector news that directly impacts our direction of travel.
- You will contribute to the compilation and reporting on market intelligence & competitor analysis with your Product colleagues.
- Effectively and efficiently handle the challenges that arise in working in a growing organisation with a dynamic and competitive marketplace while being flexible in your approach.

## **COMMUNICATION AND KEY WORKING RELATIONSHIPS**

The post holder must be able to demonstrate excellent communication and interpersonal skills at all times and build and maintain good working relationships with all stakeholders.

## **ENVIRONMENT**

CLEO Systems is a subsidiary of healthcare provider IC24, which has been developing IT systems for around 30 years for its own use. CLEO Systems started offering these and other new systems into the marketplace in 2019 as a 'challenger' to more established larger systems suppliers – and after 9 months or so, the market is welcoming its innovation and CLEO Systems has already broken-even from a financial perspective.

The parent company IC24 is a major not for profit Social Enterprise company currently providing innovative primary care services designed to deliver quality and affordability. IC24

is solutions-focused, providing a comprehensive portfolio of services aimed at improving access and reducing the demand on secondary care services by helping to avoid unnecessary admissions and facilitating early discharge.

Going forward, the company is committed to supporting and enabling better integration between health and social care and more effective alliances between partners from different sectors as essential to delivering seamless services. IC24 has considerable experience of working in complex, demographically challenged environments and the Board is keen for the organisation to be proactive in improving standards of care and patient safety, while delivering value for money too in the health economies it which it operates. Critical to this is building strong professional relationships and alliances with third parties; working with them in a way that maximises the benefits of their involvement.

We are proud of our status as an NHS primary care social enterprise, and how we deliver social value to the communities we serve and contribute to the wider NHS plans to deliver carbon 'Net Zero' and sustainability. To find out more on this and to view our Social Impact Report, please click [here](#).

## **HEALTH AND SAFETY**

The post holder will be required to comply with the duties placed on employees of CLEO Systems as set out in the Health and Safety at Work Policy and related procedures. The post holder has a legal obligation to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law and following recognised codes of practice.

### All Colleagues

You have a duty to take care of your own health and safety and that of others who may be affected by your actions at work. You must cooperate with managers and other colleagues to help everyone meet their legal requirements under health and safety law, and not to interfere with or misuse anything that's been provided for your health, safety, or welfare.

### Managers

You must ensure you know and understand your responsibilities as defined in our health & safety policies and associated guidance documents. You must identify and assess any risks to people, property, or the environment and ensure all colleagues you have responsibility for, are aware of all our health and safety policies, understand issues arising from risk assessments, site inspections etc. and deal with any associated concerns. You must ensure that all accidents or incidents involving colleagues within your responsibility, are properly reported, and investigated and that regular inspections are undertaken and recorded to eliminate potential hazards and minimise risks.

### Directors

You must ensure that all colleagues and teams within your region and/or department(s), effectively manage health and safety in line with all our health & safety policies and guidance documents.

### **EQUALITY AND DIVERSITY**

CLEO Systems and IC24 have a Diversity and Inclusion Policy to ensure that no job applicant or employee is discriminated against either directly or indirectly on the grounds of disability, marital status, sex, race, colour, nationality, ethnic or national origin, sexual orientation, age, religion or political opinion, whilst attracting talented recruits and retaining experienced employees.

We are committed to promoting equal opportunities and diversity and will keep under review its policies, procedures and practices to ensure that, in addition, all users of its services are treated according to their needs.

### **INFORMATION GOVERNANCE**

Information is vitally important for the safe clinical management of patient care and the efficient administration of services and resources, including our workforce. Information Governance is a framework to enable CLEO Systems and IC24 to handle personal and corporate information appropriately.

It is the responsibility of our entire workforce, regardless of employment status, to ensure they abide by the requirements of Information Governance as set out in the Data Security & Protection Policy.

### **SAFEGUARDING CHILDREN AND VULNERABLE ADULTS**

We are committed to safeguarding and promoting the welfare of children, young people and vulnerable adults. All colleagues and volunteers are therefore expected to behave in such a way that supports this commitment. You will be responsible for safeguarding the interests of children and adults who you come into contact during your work. To fulfil these duties, you will be required to attend training and development to recognise the signs and symptoms of abuse or individuals at risk, to follow local and national policy relating to safeguarding practice and to report and act on concerns you may have appropriately.

### **DISCLOSURE AND BARRING SERVICE CHECKS**

CLEO Systems and IC24 will require a DBS check for appropriate roles which is a mandatory requirement and a condition of the employment offer.

All posts are assessed on their eligibility for the post holder to be required to undertake a DBS check. For posts that have been assessed as exempt from the provisions of the Rehabilitation of Offenders Act 1974, CLEO Systems and IC24 will require the post holder to undertake an enhanced DBS check with barred list checks. For posts that have been assessed as being in a position of trust, CLEO Systems and IC24 will require the post holder to undertake a basic DBS check.

This post has been assessed as requiring a basic DBS check.

#### **REHABILITATION OF OFFENDERS ACT 1974**

Some posts have been assessed as being exempt from the provisions of the Rehabilitation of Offenders Act 1974 and in these cases CLEO Systems and IC24 will require the post holder to disclose all convictions, whether spent or unspent.

This post has been assessed as not being exempt from the provisions of the Rehabilitation of Offenders Act 1974; therefore the post holder is not required to disclose any spent convictions.

#### **PERFORMANCE AND DEVELOPMENT REVIEW**

This job description will be used as a basis for conducting an individual Performance and Development Review between the post holder and the manager.

#### **VARIATIONS**

This job description describes the main purpose and key responsibilities and accountabilities of the post. The post holder may be required to undertake any additional duties or responsibilities as may reasonably be required.

This job description is a guide to the nature and main duties of the post as they currently exist, but it is not intended as a wholly comprehensive or permanent schedule and it is not part of the contract of employment.

To reflect changing needs and priorities, some elements of this post may be subject to change and where required, any appropriate communication or consultation with the post holder will be undertaken prior to making any changes.

**PERSON SPECIFICATION**

<b>Requirements</b>	<b>Essential</b>	<b>Desirable</b>	<b>How identified</b>
<b>Qualifications and training</b>	<p>Educated to degree-level, or equivalent by experience</p> <p>Full marketing mix experience</p> <p>Excellent CRM skills</p> <p>Computer literate – with Excel &amp; PowerPoint at good level</p> <p>Excellent interpersonal skills, including listening, questioning and persuasive communication</p> <p>Ability to manage own time and take initiative</p> <p>Excellent attention to detail and accuracy</p> <p>Lead generation focus</p> <p>Able to undertake quantitative analysis, summarise and compile clear reporting of key conclusions and insights</p>	<p>Proven people manager</p> <p>Experience within the healthcare software market</p> <p>Understanding of the healthcare industry</p>	CV and Interview
<b>Experience</b>	<p>A track record of producing accurate, innovative and impactful marketing literature with a full comprehension of the role of marketing and the contribution it makes to the wider business</p>	<p>Experience working in IT systems/software/B2B business previously</p>	CV and Interview

Requirements	Essential	Desirable	How identified
	<p>Strong copywriting, proofing and design skills</p> <p>Experience managing work to ensure clear focus &amp; delivery</p> <p>Experience dealing professionally with people at all levels</p> <p>Experience dealing with sensitive confidential information</p>		
<p><b>Personal qualities</b></p>	<p>Positive team player</p> <p>Creative and strategic thinker</p> <p>Demonstrate initiative to highlight and handle unforeseen opportunities, issues, events and changing priorities</p> <p>Ability to work under pressure to specific deadlines</p> <p>Excellent communicator</p>		<p>Interview</p>