



CANDIDATE PACK FOR GROUP DIRECTOR OF SALES AND MARKETING

WELCOME

Dear Candidate

Thank you for your interest in becoming our new Group Director of Sales and Marketing. This is an exciting role which sits within our senior leadership team.

The Orders of St John Care Trust Group (OSJCT) is one of the UK's leading not for profit care providers. We pride ourselves on delivering the best possible care to those who live with us - some of the most vulnerable people in society. You will be joining a team of people who place our values at the heart of everything they do and who are dedicated to providing the highest quality of loving care within a compassionate and respectful environment.

We are a growing organisation with nearly 6,050 people assisting around 4,100 residents across more than 70 locations throughout England. As we continue to grow, our new Group Director of Sales and Marketing will make an important contribution in driving our occupancy levels and enabling us to provide exceptional care for even more people. Working closely with colleagues across the organisation, you will mould your skills and experience honed in a competitive commercial environment to drive a sales and marketing culture across our Group that delivers levels of financial sustainability leading to investment in innovation and people.

You will be an experienced strategic marketer with a strong track record of leading a marketing and sales function and delivering high impact strategies in a B2C environment. Your ability to lead both external and internal marketing and communications will be critical in this role, and you will intrinsically appreciate how to work across an organisation, with diverse stakeholders to ensure consistency of brand message. You will also be a supportive and empowering leader who enjoys building and developing a high performing team and enabling people to thrive.

Ours is a highly collaborative environment where we learn from and grow together and you will enjoy aligning your team behind our vision and ensuring that together we are fully equipped to achieve our ambitious targets.

If you feel that this sounds like a role for you, we'd love to hear from you.

Best wishes

Dan Hayes OBE
Chief Executive



ABOUT THE OSJCT GROUP

The Orders of St John Care Trust Group (OSJCT) is a leading not-for-profit charitable Trust dedicated to delivering care to the highest standards. With a rich heritage rooted in the traditions of two of the Orders of St John, OSJCT operates more than 70 care homes, extra care and supported living housing schemes across Gloucestershire, Lincolnshire, Oxfordshire, Aylesbury, Wiltshire, Suffolk, and West Sussex; providing residential, nursing, dementia, and respite care services.

It is committed to person-centred care, learning as much as possible about each individual to deliver tailored care and support to meet particular needs and preferences. OSJCT works to foster a warm, inclusive environment where residents enjoy fulfilling lives, supported by dedicated employees who are passionate about making a positive difference every day.

Last year, the OSJCT Group expanded its reach with the integration of Elmfield Care based in Wiltshire and Gloucestershire, and The Fremantle Trust, based in Buckinghamshire. This merger added 19 care homes and three supported living services to its portfolio.

As a charitable Trust, OSJCT reinvests all surplus funds into improving its homes, services, and people, ensuring the highest standards of care. It is committed to creating warm, inclusive environments where residents can thrive. From innovative dementia support and meaningful activities to freshly prepared, nutritious meals, the OSJCT Group is committed to enriching the lives of those it serves every day.

“As a not-for-profit provider, we have the right values, experience, and commitment to be the partner needed by government and by the public, to deliver a social care sector we can all be proud of.”

Dan Hayes, Chief Executive Officer

To view our most recent annual report, please click [here](#).

And to learn about our executive leadership team and board, please click [here](#).

VISION

To be the leading care provider, trusted to create places where people love to live and work.

VALUES

Our values are at the heart of all that we do:

Dedicated to caring We care deeply about our residents and colleagues and deliver the highest possible quality of care. We take pride in our work and continuously review and improve our processes to be the best we can be.

Promoting communities Our home and schemes are a vital part of the local community. We encourage residents to be involved in life outside their home and we actively support the local community and welcome them into our family.

Respecting each other We treat all of our residents and employees with dignity and respect. Whatever their backgrounds or beliefs, we encourage everyone to be themselves and to have a voice.

Empowering people We will give all employees the opportunity, training and support to develop themselves to achieve their maximum potential and provide the highest quality of care.

Securing our future The Orders of St John Care Trust is here to stay. We invest in our homes and our people in order to safeguard our future and make sure our doors always remain open. We maintain strong finances to reinvest in our care.

OUR SERVICES

The OSJCT Group is one of the UK's leading not-for-profit care organisations and exists solely to provide high quality loving care for older people. To learn about our services in greater detail, please click [here](#).

Residential

Accommodation and 24-hour personal care is provided in a home environment for individuals who may have difficulties in living independently at home, but do not require nursing care. Our care packages are tailored to each of our residents needs to maximise their independence and allow them to lead fulfilled lives.

Dementia

We are specialists in dementia care, offering an innovative and practical approach to caring for older people living with dementia, and providing support for the family and friends of those moving into long term care. We employ our own Admiral Nurses which are supported by Dementia UK.

Learning Disability

We provide expert care and support for people living with a wide range of learning disabilities and complex needs. This is delivered within residential settings, supported living services and day activity opportunities.

Nursing

Provided by our registered nurses who are on duty 24-hours a day, this covers clinical care for those who have complex conditions and may require regular medical attention and equipment.

Extra Care Housing

Individuals either own or rent a self-contained apartment in a community scheme that has 24-hour emergency support onsite for clients, including those with dementia.

"There's always something to do here, you could never be bored. I made a pizza and played scrabble yesterday, today I stroked farm animals with my friend in the garden... who knows what I'll do tomorrow!"

Current Resident

SHORT STAY SERVICES

Alongside our long-term residents, we provide care to individuals who wish to stay with us for a short period for a variety of planned and unplanned reasons.

Respite

Respite care enables a temporary stay following a period of recovery post-operations, accident, illness, or because the individual's carer has an emergency. Those who join us for respite experience the same care, support and activities as other residents, enabling them to become part of the community during their stay.

Intermediate Care and Independence

Following discharge from hospital, intermediate care enables an individual to recuperate and supports their rehabilitation before they return home - or can even be used to avoid hospital admissions or an early move into residential care.

Day Care

These services provide a day of practical support and activities, which may include coffee mornings, arts and crafts, and exercise classes. Day care allows individuals to feel less isolated if they live alone, in a safe environment, providing companionship, and stimulation and can serve as a break for their carers.

JOB DESCRIPTION

Job title:	Group Director of Sales and Marketing
Reports to:	Chief Executive Officer (this is an interim arrangement - the role will report to a member of the executive team on a permanent basis)
Direct reports:	Four
Financial Responsibility:	This role has budget responsibility of c.£1.5m (payroll/and non-pay) which will grow as new homes are developed.

ROLE PURPOSE

The key function of this role is to drive occupancy levels amongst self-funded and publicly funded residents, across our Group. This role is fundamental in devising specific and flexible marketing strategies for our diverse group of services and developing a competitive sales culture throughout our teams.

As owner of the Group's brand, you will ensure that our brand message is strong and consistent across all channels and marketing efforts and will support the delivery of the Group vision and strategy by being an active member of the Senior Leadership Team (SLT) influencing and supporting decision making.

You will also lead the communications team for the Group, securing positive media coverage, amplifying our brand and enhancing brand credibility.

MAIN RESPONSIBILITIES:

You will build, manage and mentor a lean and high-performing team, providing guidance, support, and opportunities for professional growth, championing individuals to build on their strengths and collaborate so that the sum is much greater than the parts, whilst leveraging internal and external resources as needed; and manage the budget allocated effectively and efficiently to maximise impact and achieve targets.

With the support of your team, you will also:

- Ensure our brand message is strong and consistent across all channels and marketing efforts e.g., events, email campaigns, digital campaigns, web pages, and promotional material.
- Work with our care services, operations and care colleagues, to recognise the strengths of our homes, understand local challenges, and work with colleagues to overcome them.
- Lead and inspire your team, placing your function at the centre of Group performance in increased enquiries, occupancy, EBITDARM, and brand awareness.
- Work with the relevant departments across the organisation and using local and Group wide data, create marketing and PR plans to support with occupancy growth and brand awareness and reputation.
- Design dedicated marketing and PR plans for any home that has an occupancy level below the Group average, returning those homes to average occupancy levels (or better) within agreed timescales.
- Develop preventative strategies that identify when a home requires additional support ahead of dropping occupancy below Group averages.
- Support the successful opening of new homes by designing marketing, PR, event, and communications plans, which ensure new homes achieve 85% occupancy within the first year of opening and in line with budget.

Sales

- Ensure the completed roll-out of our new CRM system, and develop Standard Operating Procedures with operational colleagues that provide us with the tools to respond positively to every single enquiry, demonstrably improving speed, quality, and conversion to move-in.
- Ensure that management information and insight is accurate and relevant, right through to executive reporting level.
- Ensure that you provide the Group and its customers with excellence through your enquiries management team and sales personnel in the field.
- Create a unifying culture between operations and sales and marketing, sharing objectives and providing mutual challenge.

Marketing

- Develop, lead, track, and analyse key sales and marketing metrics to measure the effectiveness of campaigns, demonstrate ROI, and identify areas for optimisation and improvement.
- Take responsibility for capturing and analysing market intelligence to improve audience targeting and engagement and inform evidence-based decision making by the executive team.
- Provide competitive analysis in the form of price, product offering, and other economic and geographical factors to assist the executive with decision making.
- Undertake an on-going programme of mystery shopper testing across Group services. Analysing and using the findings to instigate action plans and, in liaison with Service Development colleagues and Operations teams, follow up to ensure improvements are implemented and maintained.
- Develop customer facing marketing materials, generic and service specific, with outside agencies as required.
- Evolve and continuously improve the Group's social media strategy ensuring an active digital presence that builds a strong online community, drives engagement, and fosters positive brand perception.
- Continue to optimise and evolve our website(s) to ensure it drives engagement and action, ensuring there is a rolling roadmap of updates and improvements to ensure it is futureproofed.

PR

- Work with key stakeholders to develop the Group's PR and communications strategy to ensure that we are the voice of the sector, provider of choice, and employer of choice.
- Ensure there are local and regional level PR plans to build reputation across all areas.
- Create a rolling PR and Communications plan that enables proactivity with and across sector media.
- Handle crisis communications in conjunction with relevant internal departments and external advisers (e.g. solicitors).
- Oversee and ensure digital presence across referral/information sites.

Communications

- Work with the executive and SLT members to develop an internal and external communication strategy for the Group.
- Provide advice to the People Director and HR team on internal communications.
- Drive the evolution of our intranet by optimising existing functionalities whilst exploring and reviewing/integrating current and potential internal communications channels, focusing on enhancing user experience and collaboration across the Group.

General

- Undertake the 'Executive on-call' role on a rota basis throughout the year, acting on behalf of the Chief Executive in emergency situations; and
- Undertake any other duties or responsibilities commensurate with the role.

PERSON SPECIFICATION

KNOWLEDGE AND EXPERIENCE

- Have proven experience in establishing the right enquiries and sales structure, with evidence of the performance impact you have had elsewhere.
- Have classical marketing expertise; and be comfortable with the marketing process, demonstrating at least five years' experience in leading a marketing and sales function across all elements of the marketing mix – people, product, price, placement, promotion, process and physical evidence.
- Be experienced in representing an organisation in front of the media.
- Have experience in developing propositions and bringing this to life in integrated marketing campaigns across multiple channels (e.g. CRM, events, trade press, PR etc.).
- Have a strong commercial acumen with budget, ROI & measurement experience.
- Have internal communications expertise, driving the consistency of message across the whole organisation and leveraging our most effective marketing channel - our residents and employees.
- Be a professional with broad ranging experience across the full marketing spectrum, and the ability to demonstrate literacy in the English language.
- Be educated to degree level with a Certificate in Marketing or an equivalent marketing qualification
- Bring proven leadership experience across a diverse team.

SKILLS AND ABILITIES

- Strong communication skills.
- Be proficient in the use of IT and related technology.
- Strong commercial acumen with budget, ROI & measurement experience.
- Proven track record of presenting to external organisations, internal stakeholders and Board representatives.
- Be strong numerically and analytically - extracting relevant data as foundations to strategy/planning and carrying out deskwork or research to unlock new opportunities/insights.
- Solid knowledge of web analytics and Google Adwords.

STYLES AND BEHAVIOURS

- Be a great leader with excellent communication and organisational skills and the capability to manage a high performing team.
- Be a highly driven self-starter with an ability to work cohesively with all stakeholders to deliver high quality work.
- Enjoy interacting with older people and relate to them in a sensitive manner.
- Willing to roll one's sleeve up when required.
- Have a proactive/can-do attitude and an ability to plan and prioritise work to meet agreed objectives.
- Develops strategies and workplans in conjunction with key stakeholders.
- Ability to work within a team and to promote harmonious working relationships by recognising that everyone has a contribution to make.

TERMS OF APPOINTMENT

SALARY

The salary for this role is £100,000-115,000 per annum on a full-time permanent basis

LOCATION

Oxfordshire Area

PENSION

Access to Aviva pension scheme at 6% employer contribution, and a minimum 3% employee contribution

ANNUAL LEAVE

25 days holiday plus 8 bank holidays, increasing to 30 days holiday after five years service

ADDITIONAL BENEFITS

Eight weeks occupational sick leave after one year
Life Assurance
Professional Subscription paid
Car allowance
Private Health Insurance and a Health cash back plan



HOW TO APPLY

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact katy.giddens@starfishsearch.com and we will be happy to arrange a call. To make an application, please go to <https://starfishsearch.com/jobs/osjct-gro-dir-sales-mar/> and click on the apply now button, with the following prepared:

- Your CV (no more than three sides).
- A supporting statement (no more than two sides) that sets out why you think this role is the right move for you and how you meet the knowledge and experience criteria.

We would also be grateful if you would complete the Equality and Diversity monitoring form on the online application process. This form is for monitoring purposes only and is not treated as part of your application.

Closing date: Friday 2nd May 2025

Preliminary interviews with Starfish: w/c Monday 19th May 2025

Final Panel interviews: Wednesday 11th and Thursday 12th June 2025

