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**NHS PROPERTY SERVICES LTD****Job Description**

<b>Job title:</b>	Marketing Operations Manager
<b>Level:</b>	3
<b>Type of role:</b>	Permanent
<b>Base:</b>	99 Gresham Street, London
<b>Travel requirements:</b>	As Required
<b>Responsible to:</b>	Senior Insight and Marketing Operations Manager
<b>Directorate:</b>	Customer Services, Marketing and Communications

Established in 2013, NHS Property Services is a property owner, service provider and advisor, helping to shape the estate of the NHS for the future. We have one goal: to ensure the NHS makes the right property choices that enable excellent patient care.

Our portfolio is one of the largest in the UK, comprising more than 3,000 properties with 7,000 tenants across England. At a total value of more than £3bn, this represents about 10% of the total NHS estate.

Our properties range from listed buildings through to award-winning, state-of-the-art integrated health campuses.

**Main purpose / scope of the role**

We are looking for an experienced marketing operations and marketing automation professional that can help implement and drive change in our marketing and customer communications to improve the customer experience and marketing performance.

This role will report to the Senior Insight and Marketing Operations Manager and sit as part of a wider Customer Services, Marketing and Communications Directorate.

The role involves owning and managing the marketing automation piece, Martech stack and working with the marketing team and the business to improve the customer experience.

## **Key Responsibilities**

### **General**

- Work closely with the wider insight team and the marketing communications team to improve marketing performance, customer data and the overall customer experience.
- Work as part of the customer insight and marketing operations team to manage, improve and promote the Dynamics CRM across the company.
- Act as advisor on marketing operations to the wider marketing team to ensure that proper process, tools and reporting are provided to make data-driven decisions to inform strategy.

### **System management**

- Manage our marketing and communications technology stack including marketing automation, social tools and other team tools, working with system owners, Technology Services and the team to ensure upkeep and integration.
- Lead on the implementation and set up of new marketing automation systems across the company (Microsoft Dynamics).
- Collaboratively execute and manage marketing automation campaigns and workflows, working with the marketing business partners, to support the roll out of key programmes, lead nurturing activities and lead management.
- Set the strategy for the design, build and governance processes that improves performance, increases productivity and improves operational and marketing outcomes.
- Ensure the team's timely deployment of initiatives and project success by managing processes, and programme documentation to support execution of all marketing campaigns across the function.
- Ensure that we are always making the most of our tools and getting the most from providers.
- Proactively identify gaps in marketing operations workflow/processes and work towards improvements across the team.
- Lead on new implementation of lead to revenue process including lead scoring, lead routing, sales enablement and integrity of data throughout the process for new business development initiatives e.g. NHS Open Space.
- Work with the marketing communications team (business partners) to map end-to-end customer communications and marketing journeys.
- Work with wider business to explore how the marketing automation system can be used to improve our customer experience.

### **Reporting and Analytics**

- Work closely with the Business Analytics and Reporting Manager to develop marketing reporting in line with the business' reporting standards.
- Develop and maintain the reporting suites for marketing using PowerBI dashboards, Dynamics CRM and Excel to provide insight into effectiveness of customer communications including the NHSPS website, social channels, PPC

and campaign performance, using findings to inform future campaigns and activities.

- Direct the team on producing benchmarking, measurement and analysis of the marketing teams' performance across the entire customer experience, accurately tracking spend and impact on revenue, developing forecast models, and proactively identifying areas for improvement across multi-channel marketing.
- Manage Google Analytics, tagging and tracking.
- Ensure that all marketing data from a variety of MarTech sources flow into a centralised reporting framework.
- Understand data and analytics from a technical perspective but also understand data from a marketer's perspective so that we present insightful information that is of benefit to internal stakeholders.
- Work with the Head of Brand and Design to create impactful reports and templates which influence the business.

## Customer Data

- Own segmentation for marketing customer data and help the marketing team and wider organisation become more customer centric through our segmentation and handling of data.
- Maintain an understanding of data regulations including GDPR and ensure that the company follows best practice.

## Person Specification

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Bachelor's degree or equivalent experience required</li> </ul>	
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Knowledge of Microsoft Dynamics and the marketing automation app</li> <li>• Knowledge of marketing operations best practice</li> <li>• Knowledge of marketing performance and reporting</li> </ul>	<ul style="list-style-type: none"> <li>• Wider knowledge of marketing communications tactics and channels</li> <li>• Wider knowledge of customer data, Dynamics CRM usage</li> </ul>

<b>Experience</b>	<ul style="list-style-type: none"> <li>Proven track record of marketing operations and/or CRM role</li> </ul>	<ul style="list-style-type: none"> <li>Ideally experience with Marketo, Salesforce or Microsoft Dynamics reporting</li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>Superior skills in Excel, Word and PowerPoint, Power BI, SPSS and SQL desirable</li> <li>High numeracy, data literate and ability to understand commercial KPIs and budgets.</li> <li>Strong analytical and problem solving required with a high attention to detail</li> </ul>	
<b>Personal qualities/abilities</b>	<ul style="list-style-type: none"> <li>Strong internal and external stakeholder management</li> <li>Project management skills</li> <li>Excellent communication skills both written and oral, with ability to influence senior stakeholders</li> <li>Self-starter with demonstrated track record of initiative, creativity and innovation</li> </ul>	
<b>Other requirements as applicable</b>		