

Job Description

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care & support
'Everyone Matters'™

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Head of Sales & Marketing

Job Description

Position	Head of Sales & Marketing
Reporting to	Operations Director
Responsible for	Sales & Marketing Team

Job Context	Avante Care & Support provides residential and domiciliary care services to 1000+ residents and service users in London and Kent.
Job Location	The role involves hybrid working (from home, head office and relevant Avante locations).
Job Summary	The Head of Sales & Marketing will lead and integrate Avante's sales and marketing strategies, owning revenue growth, customer acquisition, brand positioning and team leadership. As a member of the senior leadership team, you will craft and execute a unified marketing and sales strategy that aligns with Avante's strategic plan, business objectives, guides go-to-market initiatives, oversees performance metrics and builds high-performing teams.

Main Responsibilities:

- Develop and implement integrated sales and marketing strategies aligned with Avante's strategic plan and values, driving sustainable revenue growth, increasing occupancy, and expanding the number of privately paying residents and home care service users.
- Set clear revenue, occupancy, and growth targets, supported by key performance indicators such as enquiry-to-admission conversion rate, cost per lead, digital campaign ROI, customer lifetime value and more.
- Lead the creation and execution of localised marketing and sales plans that generate high-quality enquiries, improve conversion rates, and optimise enquiry handling processes across all services.
- Implement and maintain a live performance dashboard and report regularly to the Executive Team and Board, providing assurance and reassurance on marketing activities, including but not limited to progress of enquiries through the sales funnel, and return on investment (ROI).
- Present regular performance updates, insights, and strategic recommendations to the Executive Team and Trustees, using evidence to drive informed decision-making and resource allocation.
- Conduct ongoing market research and competitor analysis to identify opportunities for growth, new service offerings, and evolving care trends, and use insights to inform strategic decision-making and ensure Avante remains responsive and innovative.
- Shape Avante's brand narrative through authentic storytelling that reflects our philosophy of care. Share real stories from residents, service users, families, and staff to highlight our unique value and impact and ensure consistent messaging across digital, print, PR, and community channels.
- Lead PR activities to strengthen Avante's profile within the social care sector, building trusted relationships with media, partners, and sector influencers.
- Demonstrate strong cultural and emotional intelligence, building trust and engagement across diverse teams, managers, partners, and communities. Use this awareness to influence stakeholders, shape brand perception, and deliver measurable results.
- Support reputation management through transparent and timely communications, aligned with Avante's values.
- Lead the digital evolution of marketing and sales, embedding data-driven insight, AI tools, and emerging technologies to enhance customer experience and organisational agility.
- Ensure AI and automation are used ethically and effectively to forecast demand, personalise outreach, and optimise engagement across all channels.
- Lead, mentor, and develop high-performing teams across marketing, sales, and business development, promoting a culture of collaboration, creativity, and care.
- Build marketing and sales team's digital capability through training and knowledge-sharing.
- Represent Avante at industry events, conferences, and community forums as a brand ambassador, promoting Avante's commitment to high-quality, person-centred care and strengthening relationships with key partners and commissioners.

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- Embed equality, diversity, and inclusion principles across all marketing and sales activities, and ensure all data and AI-driven initiatives adhere to GDPR and social care regulations.
- Educate internal stakeholders on the meaning and impact of marketing terminology, activities, and KPIs to promote awareness, understanding, and alignment across Avante.
- Provide targeted training for managers on key sales and marketing principles, enabling them to support enquiry generation, conversion, and brand consistency within their teams.
- Work with other teams in planning and hosting company events, competitions and activities.

Please note

From time to time your manager may ask you to undertake reasonable tasks not stated within this role profile but commensurate with your position. Avante Care & Support also reserves the right to review and update this profile to reflect the changing needs of the job. However, any significant changes will be discussed in consultation with you.

Person Specifications

	Essential	Desirable
Education	<ul style="list-style-type: none"> • Bachelor's degree in Business, Marketing and Communication, Digital Marketing or related field 	<ul style="list-style-type: none"> • Advanced marketing/digital marketing/management qualification preferred.
Experience	<ul style="list-style-type: none"> • Experience in senior sales and marketing leadership roles, with a solid track record of driving revenue growth and leading integrated teams. • Demonstrable experience in developing and implementing strategic marketing and sales plans that deliver measurable outcomes (e.g. revenue growth, occupancy targets, cost per lead improvements). • Evidence of budget ownership and ROI optimisation across marketing and sales activities. • Strong understanding and experience in brand strategy, digital marketing, PR and customer journey design. • Sound experience of leading and implementing robust regional and local campaigns that enhance brand positioning and support growth. • Experience managing cross-functional teams and influencing at Executive or Board level. • Experience of writing reports and presenting to Executive or Board-level audiences. 	
Skills/ Competencies	<ul style="list-style-type: none"> • Proven success in expanding into new markets or launching new service lines. • Innovative mind set: comfortable leveraging digital transformation, emerging technologies and customer-centric strategies. • Exceptional strategic thinking and problem-solving abilities; able to balance short-term results with long-term strategy. • Excellent leadership, communication and presentation skills; proven ability to influence at executive levels and build strong internal/external relationships. • Strong analytical mind set: able to manage, interpret and act on data from multiple sources to drive decision-making. 	
Knowledge	<ul style="list-style-type: none"> • Strong technical proficiency: experience of implementing CRM systems (e.g., Salesforce, HubSpot, Zoho, Care HQ, Found), and using marketing automation (e.g., Marketo, Pardot), analytics tools (e.g., Google Analytics) and digital marketing platforms. • Good understanding of using data analytics to inform marketing decisions and activities. 	
Qualities	<ul style="list-style-type: none"> • A customer-oriented individual who demonstrates Avante's SPARKLE values • Adaptability and resilience in a fast-moving business environment; comfortable with ambiguity and able to pivot strategy when market conditions change. • Demonstrate strong cultural awareness and the ability to navigate diverse perspectives, build trust with stakeholders, and leverage this understanding to achieve positive outcomes and deliver results. • Willingness to travel to services to build relationships and drive marketing and sales activities. 	

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Please note: This is an essential car user position and the role is subject to an enhanced Disclosure Barring Check

Continuing Professional Development

Requirement

Participation in relevant external networks and events