# NewcastleGateshead Initiative

**Job Description**

**JOB TITLE:** Digital Marketing Manager & Team Leader

**SALARY:**  £30,600 - £35,190 per annum dependent upon experience, full time, permanent contract

**RESPONSIBLE TO:** Head of Marketing and Communications

**JOB PURPOSE:** Working within the Marketing and Communications team, the primary focus of this role is to lead the company-wide digital strategy, developing existing and new strands of digital activity and generating income, through the management of a successful and motivated digital team and through our commercial trading arm NGI Solutions.

You will also maintain an awareness of current trends and standards both in the digital and marketing sectors, assess new developments and technologies that may be of value to NewcastleGateshead Initiative and NGI Solutions, and lead their adoption where appropriate.

**PRINCIPAL DUTIES AND RESPONSIBILITIES:**

The following list is typical of the level of duties which the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar type and level will be required from time to time.

Team leadership responsibilities

1. Lead the digital marketing team/function within NGI, overseeing both strategic direction and quality of delivery.
2. Oversee and lead the development, management and delivery of the organisation’s digital vision, providing foresight and digital expertise to guide and develop all aspects of our digital strategy that will deliver overall corporate objectives and targets set.
3. Manage the digital team on a day to day basis to deliver the company’s digital strategy and individual targets. Be responsible for personal development, reviews, updates, annual appraisals and objective setting for the nominated staff in the team.
4. Provide design and development support to two specialist digital colleagues to ensure they are effectively coached and developed in line with current digital standards and trends.
5. Ensure colleagues and partners gain maximum benefit from digital platforms and tools through training, support, stakeholder engagement and the provision of support materials where appropriate.

NGI Solutions responsibilities

1. Take a lead role in providing digital marketing expertise for NGI Solutions as required, including: spotting and developing new business opportunities; bid writing and supporting pitches for new work; and delivering digital marketing projects and account management support as appropriate.

Digital development

1. Contribute towards the company income generation plan by developing, implementing and driving a plan to commercialise our digital platforms and develop e-commerce opportunities.
2. Ensure all areas of the company’s work are appropriately supported through digital platforms and expertise, to include NGI Solutions, Tourism, Events, Invest and Corporate / Partnership. Ensure all content areas of the website and any micro-sites are accurate and up to date at all times, across the breadth of the company’s workstreams.
3. Manage the development, implementation and technical maintenance of all company websites, micro-sites and digital applications. Identify new and relevant digital enhancements and industry developments to ensure NewcastleGateshead Initiative continues to evolve its digital offer in line with consumer needs and changes in technology.
4. Monitor and evaluate all aspects of the organisation’s digital strategy and performance, providing monthly reports and regular updates to the Senior Management Team and Board on performance against targets set, and assist in the use of this data to help guide and inform future activity.
5. Lead all search marketing work to ensure the digital platforms are maximised and supported and assist the team members to implement and deliver these areas of work.
6. Oversee the production and delivery of digital platform tenders, managing the resulting contracts where applicable. Provide the primary point of contact for all digital suppliers, managing the relationship, coordinating and delivering new developments and ensuring we are up to date with the latest platform advances.
7. Management of systems and tools that enable an effective CRM, including leisure, business, partner and trade audiences. Assist with the company data capture processes and protocols as appropriate including knowledge of relevant legislation such as GDPR.

Wider responsibilities

1. Manage the digital marketing budgets and monitor expenditure against agreed budget on a monthly basis.
2. Ensure a good understanding and appreciation of destination marketing and inward investment marketing is developed, to complement personal digital skills and expertise, through proactive personal development and ongoing liaison with colleagues across the company.
3. Assist in the recruitment and retention of NewcastleGateshead Initiative partners and ensure proactive engagement with nominated partners, as appropriate.
4. Contribute towards the regular NewcastleGateshead Initiative planning cycle and bi-monthly board papers.
5. Provide expert advice and input to the operations of NewcastleGateshead Initiative, along with our wider partner community, where appropriate.
6. Play an active part in the company’s ongoing development in relation to new marketing initiatives, new procedures and policies.
7. Represent the region professionally and actively raise the profile of NewcastleGateshead at all times.
8. Contribute to good team spirit and foster an environment of support and cooperation with the department / organisation.
9. Deputise for the Head of Marketing and Communications and other NewcastleGateshead Initiative staff where appropriate.

1. Undertake any other duties that may be required in order to ensure the smooth running of the department / organisation.

**NEWCASTLEGATESHEAD INITIATIVE**

**PERSON SPECIFICATION**

**JOB TITLE: Digital Marketing Manager & Team Leader**

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| **CATEGORY** | **ESSENTIAL** | **DESIRABLE** |
| **1. SKILLS, KNOWLEDGE & APTITUDES** | * Excellent communication skills, both written and verbal. * Ability to manage a broad portfolio of projects. * Stakeholder management skills (customer / client focus). * Technically astute with the ability to communicate in a jargon free way. * An appreciation of good design with a creative flair. * Ability to encourage and develop teamwork within the workplace. * Ability to draft concise and informative reports in line with organisational requirements. | * Good negotiation skills. * Ability to identify commercial opportunities. |
| **2. TECHNICAL SKILLS AND KNOWLEDGE** | * Adobe Creative Cloud applications. * Wordpress or other common website CMS. * SEO and Google Analytics. * Search Marketing and PPC. * CRM management and e-Comms development for B2B and B2C * Social Media marketing and advertising * Email marketing and tools e.g. Mailchimp | * HTML and CSS coding to an industry standard. * Tourism focused content management or destination management systems. e.g. New Mind or New Vision. * CRM experience e.g. Microsoft Dynamics * E-commerce development * Knowledge of tourism industry. |
| **3. QUALIFICATIONS & TRAINING** | * Educated to degree level or equivalent in a marketing or web / digital discipline. | * Post graduate marketing qualification. |
| **4. EXPERIENCE** | * A track record of working within an agency or multi-client / multi-stakeholder environment. * Experience of digital marketing within a B2C/B2B environment. * Good working knowledge of Microsoft Office * Experience of managing budgets. * Team management experience | Experience of website design and development.  Experience of developing web and social media content (copywriting).  Experience of developing and delivering pitches to secure new business opportunities. |
| **5. DISPOSITION** | * Creative and technically astute in your approach to both challenges and opportunities. * Positive, enthusiastic, with a can-do attitude. * Committed, strongly motivated, professional and dedicated. * Keen to work collaboratively as well as on own initiative. * Open and friendly with a good sense of humour. * Able to work under pressure and to tight timescales for delivery. |  |
| **6. SPECIAL REQUIREMENTS** | * Must be able to work out of office hours as required. |  |

**NewcastleGateshead Initiative brand values:**

Our corporate brand values are a set of core qualities that sum up NewcastleGateshead Initiative: our personality as an organisation and the attitude we adopt in order to deliver our business goals.

They encapsulate our company, employees and the way we wish to conduct and project ourselves and be perceived by others.

We are:

* **Creative** – in all that we do as well as in our approach to challenges and opportunities.
* **Positive** – relentlessly proactive and enthusiastic with a ‘can do’ attitude.
* **Committed** – a professional and dedicated team delivering high-quality work.
* **Collaborative** – keen to share, shape and deliver in partnership.
* **Enterprising** – innovative and commercially minded.
* **Champions** for NewcastleGateshead and the wider North East region.