# NewcastleGateshead Initiative

**Job Description**

**Job Title:** 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

**Responsible for:** 1 x Marketing Manager/Executive

**Job Purpose:** You will be responsible for overseeing the organisation’s marketing output, including line management and taking a strategic and delivery lead on key projects, including major events as well as providing business development, account management and project delivery support for commercial clients through NGI Solutions.

## 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 marketing function within NGI, overseeing both strategic direction and the quality of marketing delivery.
2. Motivate, mentor and develop the Marketing Manager/Executive.
3. Provide marketing guidance and advice to the broader marketing and communications team and colleagues across all areas of the business, as required.
4. Work closely with PR, digital and social media colleagues to ensure a joined up and integrated approach to planning and delivery.
5. Play a key role in maximising marcomms income.
6. Play a key role in developing and delivering effective commercial partnerships across the organisation.
7. Management of the relevant marketing budgets and monitoring of income and expenditure against agreed budget on a monthly basis.
8. Provide support to the Head of Marketing and Communications and Chief Executive as required.

Major Events

1. Provide marketing support and advice to NGI’s major events team – both in their work to bid for and attract events and in the delivery and promotion of key events to attract and engage audiences.
2. Plan and deliver integrated marketing and communications activity to support each event, working closely with PR and digital colleagues and the major events team. Activity will include: print, advertising campaigns, online and social media platforms, city dressing, signage, venue dressing
3. Agency and supplier management to ensure all activity is delivered on time and within budget.
4. Budget management and reporting.
5. Build and maintain strong relationships with key organisations (including partners and suppliers) for effective and efficient event delivery.

NGI Solutions

1. Take a lead role in providing marketing expertise for NGI Solutions as required – including spotting and developing new business opportunities, bid writing and supporting pitches for work and delivering marketing projects and account management support as appropriate.
2. Provide a key role in the development and delivery of collateral and materials for NGI Solutions where required, including updated credentials, proposals, presentations, client reports, pitch documents and ecomms.

Wider responsibilities

* Contribute to the delivery of the organisation’s partnership development objectives by assisting in the recruitment and retention of partners.
* Assist with information sharing and joint working with NewcastleGateshead Initiative’s partners on a local, regional and national level.
* Support the processes, procedures and activity around the organisation’s grant funded projects.
* Embody NewcastleGateshead Initiative’s Brand Values at all times.
* Play an active part in the company’s ongoing development in relation to new initiatives, new procedures and policies.
* Represent the region professionally and actively raise the profile of NewcastleGateshead at all times.
* Contribute to a good team spirit and foster an environment of support and cooperation within the wider organisation.
* Undertake any other duties that may be required in order to ensure the smooth running of the wider organisation.
* Assist the Chief Executive in the development of NewcastleGateshead Initiative and the achievement of agreed priorities, KPIs and budget targets.

**NEWCASTLEGATESHEAD INITIATIVE**

**PERSON SPECIFICATION**

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| **CATEGORY** | **ESSENTIAL** | **DESIRABLE** |
| **1. SKILLS, KNOWLEDGE AND APTITUDES** | * Excellent communication skills, both written and verbal.
* Ability to manage and oversee a broad portfolio of projects.
* Stakeholder management and engagement skills
* An appreciation of good design with a creative flair.
* Excellent attention to detail.
* Professional and committed approach.
* Organised and excellent time management.
* Strong presentation skills.
* Ability to encourage and develop teamwork within the workplace.
 | * Understanding of marketing principles and theory.
* Understanding of digital marketing and content delivery.
* Knowledge of using Adobe Creative Suite.
* Knowledge of culture and events.
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| **2. QUALIFICATIONS AND TRAINING** | * Graduate or equivalent.
 | * Professional Marketing qualifications.
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| **3. EXPERIENCE** | * Team management and leadership experience.
* Experience in a busy agency or multi-client PR environment.
* Wide ranging B2B/B2C marketing experience.
* Experience of agency and supplier management
 | * Experience of marketing major events
* Experience of partnership working and multi-stakeholder projects
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| **4. DISPOSITION** | * Creative approach to both challenges and opportunities.
* Positive, enthusiastic with a can-do attitude.
* Committed, strongly motivated and professional.
* 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.
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| **5. SPECIAL REQUIREMENTS** | * Must be able to work outside of office hours as required
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**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.