NewcastleGateshead Initiative Job Description

**Contract:** 9-12-month fixed term full time position

**Job title:** Marketing and Communications Assistant

**Salary:** Up to £18,000 per annum

**Reports to:** Senior PR and Communications Manager

This role would be suitable for a undergraduate who is studying for a marketing/business related degree and needs to complete a placement as part of their course. This role may also appeal to a recent graduate or anyone who is looking to kick-start their career. This is a great opportunity to apply marketing theory, gain practical experience, develop new skills, and play a part in driving economic growth in Newcastle and Gateshead.

### Role purpose

The primary purpose of this role is to assist with PR and wider communications activity to promote Newcastle and Gateshead as a place to locate or grow a business. This is part of NewcastleGateshead Initiative’s role to attract inward investment to the area, in support of Invest Newcastle and other related projects that contribute to the economic growth of our region.

### Key responsibilities

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

- Assist with communication and marketing plans to raise brand profile and promote Invest Newcastle on a regional, national, and international stage.

- Assist with PR and social media activity, primarily in support of NewcastleGateshead Initiative’s work to attract inward investment; with a flexible approach to project delivery required.

- Provide support for lead generation campaigns that incorporate PR, communication, and tactical activity, this will include assisting with the development of campaign ideas and making the best use of social media to support campaign objectives.

- Day to day monitoring and management of social media platforms. This will involve the delivery of creative content in line with our brand and tone of voice, sharing relevant news, and monitoring and responding to comments to ensure high levels of engagement.
• Assist with a programme of proactive PR to support the announcement of new business wins, investment, and expansions. This will involve the draft and issue of press releases and reporting on coverage of stories.

• Provide communications support for Newcastle Helix and for related NewcastleGateshead Initiative projects and campaigns.

• Identify relevant news stories, case studies and editorial opportunities

• To be responsible for the creation of content ranging from monthly newsletters, leaflets, web content, social media, and email.

• Develop engaging content that represents our brand and tone of voice, this will include copywriting, editing and proofreading.

• Assist with media enquiries and requests for interviews and comment – monitoring the outcome.

• Build and maintain media relations with regional, national and trade/sector specific press and other stakeholders (including partners and suppliers) such as the Gateshead Council, Newcastle City Council, DIT, Invest North East England, North East England Chamber of Commerce.

• Assist with the coordination and delivery of regional, national, and international business events.

• Assist with the coordination of award entries and sponsorship activity.

• Copywriting and proofing of newsletters, brochures, and other printed material.

• Assist the with the design, print and production of material such as corporate brochures, business cards, banners, stand graphics and advertising. Liaising and working with relevant external design, agencies, partners, and contractors.

• Be an ambassador for Newcastle and Gateshead and a guardian of the Invest Newcastle brand - making it is consistent across all advertising and campaigns.

• Regularly review and update content for the Invest Newcastle website.

• Assist with photography and video content.

• Provide general admin support to the team as and when required.

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### Personal specification

#### Skills, knowledge, and aptitudes
• Knowledge and understanding of PR principles tools and techniques (E)
• Confident using digital platforms and social media (E)
• Accurate with an eye for detail. (E)
• Good time manager and ability to prioritise workload. (E)
• Strong administrative skills (E)
• Excellent communication and interpersonal skills. (E)
• Articulate and confident communicator. (E)
• Professional and committed approach. (E)
• Excellent creative writing, proof reading and editing skills. (E)
• Able to use technology and work in flexible office environment (E)
• IT skills, including knowledge of Outlook, Excel, PowerPoint, and basic design skills. (E)
• Ability to use Adobe programmes – Photoshop, InDesign, and Illustrator. (D)
• Awareness of the regional business landscape that NGI operates within. (D)
• Knowledge of Newcastle’s inward investment assets, an understanding of industry sector strengths and / or a keen interest in world economics. (D)

**Qualifications and training**

• Currently studying for or completed a marketing or business-related degree (E)
• Social media related qualification or any other professional qualifications. (D)

**Experience**

• Experience of using key social media platforms and tools. (E)
• Experience of delivering creative and engaging content. (E)
• Experience of applying marketing theory in practice. (E)
• A proven ability to work effectively within a team environment. (E)
• Experience of working under pressure and to tight deadlines. (E)
• Experience within a marketing, communications, or PR team/organisation (D)
• Experience of updating website content management systems. (D)
• Experience of organising trade events (D)
• Experience of working with local / national government organisations. (D)
• Experience of briefing design agencies. (D)
• Experience of managing business social media platforms. (D)

**Attributes**

• High levels of motivation and ambition (E)
• Willingness to learn about unfamiliar topics and sectors (E)
• Enjoy working as part of a team (E)
• Able to work under pressure and to tight timescales. (E)
• Flexible and reliable (E)
• A self-starter and motivated (E)
• Team player (E)
• Conscientious and positive (E)