

# NewcastleGateshead Initiative

## Job Description

**Contract:** Full-time, permanent role  
**Job title:** Communications Executive  
**Salary:** £25,000-£28,000 per annum  
**Reports to:** Senior PR and Communications Manager  
**Directorate:** Communications

Are you passionate about North East England?

- Do you take pride in what people think about our region?
- Do you enjoy working in a fast-paced environment with a team of enthusiastic and dedicated colleagues?
- Do you want to play a key role in telling our region's story regionally, nationally and internationally?
- Are you a self-starter with new ideas, creative flair with an attention to detail?
- Do you want to play your part in the growth of our local economy, creating jobs and opportunities?

The North East of England's visitor economy is now worth over £6.6billion with 62,800 people employed in roles across the industry. Over 68million people visited our region in 2024, and we have bold ambitions to double the value of our visitor economy in ten years. This is your opportunity to play a big part in making an economic and social impact on North East England. You will have the opportunity to work with a diverse range of partners and businesses and join a team that is passionate about making a difference.

### **Job role and purpose:**

NGI (Newcastle Gateshead Initiative) has an exciting opportunity for a communications professional at the early stages of their career to play their part in the growth of the region's visitor economy. They will work with teams on projects that help grow our visitor economy, attract talent, and create sustainable jobs and opportunities for all. This varied role and the successful candidate will get to work on several exciting projects across all pillars of the visitor economy. We are looking for someone who's already worked in a busy, fast-paced communications department who can manage multiple projects and deadlines.

### **You will have:**

- An ability to create high-quality, engaging content across digital and print platforms.
- 1-2 years' experience of developing and planning content for social media platforms
- Experience in creating email newsletters and knowledge of/able to adhere to GDPR practices.
- Experience of delivering multi-channel campaigns and organising events

- Experience of working with local businesses and other organisations to drive forward and amplify new initiatives and maximise reach.
- Excellent copywriting, English language, communication, and interpersonal skills
- Excellent attention to detail.
- Experience in a busy face-paced environment, with excellent organisational skills.
- Awareness of the business landscape that NGI operates within.

### **Who we are**

Newcastle Gateshead Initiative (NGI) is a destination and inward investment agency whose mission is to inspire people to visit, live, learn, work, and invest in Newcastle, Gateshead, and the wider region.

We exist to benefit local people, creating jobs, opportunities, and a great place to live for current and future generations. NGI champions key growth sectors on a global stage, maximising impact with the support of hundreds of public and private sector partners.

We promote the city and region on a national and international level driving visitor economy growth and attracting investment. We undertake a range of place promotion activities, for capital investment and the real estate sector.

We are also the VisitEngland recognised Local Visitor Economy Partnership for Newcastle and Gateshead and the lead accountable body for the first-ever Destination Development Partnership Pilot in England funded by the Department of Culture, Media, and Sport (DCMS). As a social enterprise, all projects are dedicated to making a lasting social and economic impact.

### **Our values**

- Inspiring
- Inclusive
- Sustainable
- Authentic
- Impactful
- Ambitious

[www.ngi.org.uk](http://www.ngi.org.uk)

### **How to apply**

To apply for this position, you can download the full job description and person specification and application form below. Completed applications and equal opportunities monitoring form should be emailed to [jobs@ngi.org.uk](mailto:jobs@ngi.org.uk). **Please note we do not accept CVs.**

### **What can NewcastleGateshead Initiative offer you?**

- Generous annual leave entitlement (25 days, plus bank holidays, increasing to 27 after 2 years' service)
- Enhanced occupational sick pay
- Death in service benefit
- Eyecare vouchers

- Fantastic learning and development opportunities
- Commitment to and investment in your Continued Professional Development
- Employee Assistance Programme
- City centre office location with flexible hybrid working with an expectation to be in the office 3 days per week.

### **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 to support NGI to achieve its ambitions.

- Support and delivery of campaigns targeted at the North East's Tourism, Hospitality and Visitor Industry (Skills, Business Events, Sustainability, Accessibility, Product Development, Innovation and Business Support) to raise the profile of our work and increase business and stakeholder engagement in our activity.
- Support the smooth running of regional, national and international and other special events and familiarisation trips targeted at the tourism & hospitality industry.
- Deliver communications and promotional plans for events that target our visitor economy and engage them in our activity and projects, including the Destination North East England Tourism Awards.
- Manage multiple B2B social media accounts including Destination North East England and NewcastleGateshead Convention Bureau.
- Support industry engagement and content campaigns for Destination North East England, helping to generate new ideas for engagement opportunities and content.
- Ensure content for multiple websites including Destination North East England, NewcastleGateshead Convention Bureau and Travel Trade Website is accurate and up to date.
- Deliver compelling content for our digital platforms across Destination North East England and NewcastleGateshead Convention Bureau (social media and websites).
- Produce regular e-newsletters for various B2B audiences.
- Produce case studies, blogs, other engaging and informative content, including videos, graphics, long and short form content in line with our tone of voice and diverse audiences.
- Support photography shoots and/or filming requirements working with external agencies.
- Manage and respond to enquires through our mailboxes and channels to provide the best possible experience for industry.

- Support the upkeep of NGI's internal image, video and creative asset libraries, inline with brand guidelines.
- Support NGI partnerships team to sign up, retain and engage businesses and work closely with visitor economy partners, ensuring we represent them with accuracy and impact on our channels and keeping them up to date with the work we've done on their behalf.
- Support the visitor economy and communications team with admin, events and monitoring tasks.
- Manage an events calendar for the region, log accolades and outputs of campaigns to we can effectively report to partners and funders on the outputs of our work.
- Support with corporate, partner and internal communication as required.

#### Wider responsibilities

- Be an ambassador for Newcastle, Gateshead and the wider region and a guardian of our brands.
- Support with internal and external reporting of delivery and outcomes, maintaining good records of activities, enquiries and correspondence.
- Deliver a partnership approach to all initiatives and projects
- Undertake any other duties that may be required to ensure the smooth running of the wider organisation.
- Other administrative tasks and CRM updates as directed by management.

## ROLE SPECIFICATION

**JOB TITLE:** Communications Executive

| CATEGORY                                  | ESSENTIAL   | DESIRABLE   |
|---|---|---|
| <b>1. SKILLS, KNOWLEDGE AND APTITUDES</b> | <ul style="list-style-type: none"> <li>• A demonstrable ability to develop and maintain strong and productive relationships with a range of contacts.</li> <li>• Excellent copywriting, English language, communication and interpersonal skills.</li> <li>• Excellent attention to detail.</li> <li>• Able to work under pressure and to timescales.</li> <li>• Professional and committed approach.</li> <li>• Organised and excellent time management</li> <li>• Strong administrative skills and PC literate.</li> <li>• Strong presentation skills.</li> <li>• Proficient with Mailchimp.</li> <li>• Ability to create visual and engaging content.</li> </ul> | <ul style="list-style-type: none"> <li>• Experience of SEO optimization.</li> <li>• Understanding of tourism sector.</li> </ul> <p>Awareness of the regional business landscape that NGI operates within.</p>   |
| <b>2. QUALIFICATIONS AND TRAINING</b>     | <ul style="list-style-type: none"> <li>• Graduate or equivalent.</li> </ul>   | <ul style="list-style-type: none"> <li>• Professional marketing /digital qualifications</li> </ul>  |
| <b>3. EXPERIENCE</b>                      | <ul style="list-style-type: none"> <li>• 2+ years' experience in a similar role.</li> <li>• Experience of using website content management systems.</li> <li>• Experience of using key social media platforms and tools.</li> <li>• Experience using Microsoft Office programs: Word, Outlook, Excel, PowerPoint and Teams.</li> </ul>  | <ul style="list-style-type: none"> <li>• Experience within the travel, tourism and hospitality sector.</li> <li>• Experience working with suppliers and agencies.</li> <li>• Experience of using video &amp; audio editing software</li> <li>• Experience of using graphics software like Adobe Creative Suite (Photoshop,</li> </ul> |

|                       |  |  |
|-----------------------|--|--|
|                       |  | Illustrator, Adobe Express) or Canva to produce graphics and other visual content. |
| <b>4. DISPOSITION</b> | <ul style="list-style-type: none"> <li>• Flexible, reliable and loyal.</li> <li>• Personable.</li> <li>• Creative.</li> <li>• Team player.</li> <li>• Conscientious.</li> <li>• Positive attitude.</li> <li>• Confident with an ability to negotiate and work with high-level stakeholders</li> <li>• A self-starter and highly motivated to succeed.</li> </ul> |  |