

NewcastleGateshead Initiative

Digital Marketing Manager Job Description

Contract: Full-time, permanent role
Job title: Digital Marketing Manager
Salary: £30,000-£34,000 (Depending on experience)
Reports to: Senior Digital Marketing Manager
Directorate: Communications

Are you a strategic digital marketer with a passion for North East England?

- Are you excited by the challenge of growing web traffic, bookings, leads and commercial income?
- Do you thrive on working with AI, data, technology and partners to deliver results?
- Are you ready to shape the future of the visitor economy across Newcastle and North East England?
- Do you want to lead high-impact digital campaigns that promote our region to the world?

The visitor economy in North East England is now worth over £6.6 billion, employing more than 62,000 people. With a vision to double this in the next 10 years, we are recruiting a results-driven Digital Marketing Manager to help realise that ambition while also attracting supporting us to drive investment and create new economic opportunities across the North East. This is an exciting opportunity for an experienced digital professional to take a leading role across the all of NGI's websites, ensuring they are effective, engaging and future-ready.

Job role and purpose:

The Digital Marketing Manager will support the delivery of digital innovations and enhancements, including new tools, features, integrations and user experience improvements working closely with agencies, developers and internal teams.

They will coordinate digital advertising and affiliate income activity, lead on web performance reporting, and support the use of data to drive engagement and results across our portfolio of visitor-facing, B2B and investment platforms. They will also oversee the management of bookable products and experiences across NGI's consumer websites, creating and delivering strategies to drive bookings, improving conversion rates and increasing revenue.

This role requires an innovative thinker with hands-on experience in coordinating website development, delivering campaigns, coordinating web performance reporting, and tailoring content to diverse audiences from leisure visitors to international travellers and B2B stakeholders.

You will have:

- 3+ years' experience in a digital marketing role.
- Proven experience managing and improving websites, ideally across a portfolio or multi-site environment.
- Strong technical understanding of CMS platforms, user journeys, SEO, and performance reporting.
- Demonstrable experience of managing digital projects with developers or tech partners, from scoping through to launch.
- A track record of delivering commercial digital activity and generating revenue through advertising or affiliate partnerships.
- Familiarity with AI tools or technologies and their application within digital content and marketing.
- Strong writing and editing skills, attention to detail, and the ability to present complex information clearly.
- Knowledge of GDPR, website accessibility standards (e.g. WCAG), and other relevant digital compliance legislation.
- A proactive, solution-focused mindset and the ability to work independently and as part of a team.
- Experience tailoring content and campaigns to audience segments across leisure, business, domestic, and international markets.
- Confidence using visitor data and insights to inform campaign strategy and performance improvement.

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

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.

Digital Projects and Innovation

- Project manage the delivery of digital improvements and innovations across all NGI-managed platforms, working with agencies and technology partners to scope, brief, test, and launch new features and functionality.
- Identify opportunities for digital innovation including AI integration, enhanced personalisation, and user experience improvements and make proactive recommendations to internal stakeholders.
- Support the implementation of new tools and systems that improve performance, usability, or commercial impact across our websites and digital channels.

Website Management and Performance

- Lead on web performance reporting for all North East-based websites managed by NGI, using GA4, Looker Studio and other tools to track sessions, engagement, conversions, and income-driving activity.
- Ensure content structure, tagging, and internal linking are optimised to support SEO, user experience and strategic priorities.
- Maintain high-quality event listings, partner content, experience pages, and campaign landing pages in collaboration with the Content Marketing Executive and external suppliers.
- Identify and scope opportunities for improved UX and accessibility across all platforms.

Digital Advertising and Commercial Activity

- Deliver NGI's digital advertising and affiliate activity across consumer platforms, coordinating and delivering placements such as homepage banners, solus newsletters, sponsored content and social ads.
- Manage advertiser relationships, ensuring all booked placements are delivered to specification and professionally reported post-campaign.
- Monitor and optimise Google AdSense placements and affiliate revenue sources, maintaining a balance between income and user experience.
- Work with the wider team to identify new commercial opportunities across NGI's websites, such as bookable experiences, events or ticketing partnerships.

Bookable Products and Conversion Strategy

- Manage and optimise NGI's bookable products and affiliate experiences across visitor-facing websites.
- Oversee product listings, imagery and descriptions in collaboration with internal teams, suppliers and third-party platforms.
- Develop and implement strategies to drive bookings, improve conversion rates and maximise commercial performance.
- Monitor performance metrics and user journeys to identify opportunities for improved visibility, user experience and revenue generation.

Search and AI Readiness

- Optimise NGI's digital content for AI-powered search experiences, including structured content and rich snippets.
- Monitor developments in search engine behaviour and apply relevant best practices to maintain and grow visibility.
- Support internal teams to adopt AI tools for content, reporting and productivity, providing informal training or guidance as required.

- Contribute to the implementation and performance monitoring of AI-driven tools such as NGI's visitor assistant and itinerary builders.

Campaign Support and Collaboration

- Support the planning and delivery of seasonal, partner and thematic campaigns, coordinating the digital elements across web, email, and social media.
- Build and update campaign landing pages, ensuring they are fully trackable, visually engaging and aligned with campaign objectives.
- Coordinate campaign UTM tracking, performance analysis, and post-campaign reporting with actionable insights.

Team and Partner Support

- Work closely with the Senior Digital Marketing Manager and wider marketing and partnership teams to align digital activity with broader organisational goals.
- Represent NGI professionally when liaising with external partners, agencies and advertisers.
- Provide strategic input into the planning and delivery of integrated marketing campaigns, advising on digital opportunities, timing, and performance optimisation.

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.

NEWCASTLEGATESHEAD INITIATIVE

ROLE SPECIFICATION

JOB TITLE: DIGITAL MARKETING MANAGER

CATEGORY	ESSENTIAL	DESIRABLE
1. SKILLS, KNOWLEDGE AND APTITUDES	<ul style="list-style-type: none"> • Strong understanding of digital marketing, user experience, and content optimisation. • Confident managing multiple digital platforms and tools. • Ability to project manage digital development work with external agencies and tech partners. • Excellent copywriting and communication skills with strong attention to detail. • Skilled in performance reporting using GA4, Looker Studio, or equivalent. • Strong working knowledge of GDPR and accessibility standards (e.g. WCAG). • Proficient in email marketing platforms, particularly Mailchimp. • Organised, analytical, and able to prioritise effectively in a fast-paced environment. • Experience working with CRM platforms, data capture tools or personalisation engines to support lifecycle marketing or user journey optimisation. • Knowledge of digital sales funnels and conversion rate optimisation strategies for bookable products and experiences. 	<ul style="list-style-type: none"> • Understanding of AI-driven search and digital innovation trends. • Familiarity with schema markup and structured content. • Knowledge of the regional visitor economy and inward investment landscape. • Ability to use tourism data and insights to inform campaign targeting and content strategy.
2. QUALIFICATIONS AND TRAINING	<ul style="list-style-type: none"> • Graduate or equivalent. 	<ul style="list-style-type: none"> • Professional marketing /digital qualifications
3. EXPERIENCE	<ul style="list-style-type: none"> • 3+ years in a digital marketing or digital content management role. • Experience delivering website improvements and coordinating with developers. 	<ul style="list-style-type: none"> • Experience within the travel, tourism and hospitality sector. • Experience working with

	<ul style="list-style-type: none"> • Experience managing bookable products or experiences online, including pricing, placement, and performance tracking. • Proven track record of commercial delivery (ads, affiliate, ticketing, etc.). • Experience using CMS platforms and performance tools (GA4, Tag Manager, Looker Studio). • Experience developing or delivering digital campaigns across web, social, and email. • Experience using ad tools and setting up digital ad campaigns across Google Ads, Meta Business Suite and LinkedIn Campaign Manager. • Experience working with content teams to ensure brand consistency and strategic alignment across digital channels. • Experience using Microsoft Office programs: Word, Outlook, Excel, PowerPoint and Teams. 	<p>suppliers and agencies.</p> <ul style="list-style-type: none"> • Familiarity with A/B testing, user journey optimisation and CRO (conversion rate optimisation). Experience supporting or managing stakeholder-facing digital projects.
4. DISPOSITION	<ul style="list-style-type: none"> • Proactive and solutions-focused, with the confidence to take ownership and drive digital projects forward. • Creative and adaptable, with a positive attitude and a willingness to embrace new tools and technologies. • Personable, flexible and collaborative able to work effectively across teams and with external partners. • Highly organised, with excellent time management and the ability to deliver under pressure. • Strong attention to detail and a conscientious approach to quality and delivery. • Passionate about digital innovation and promoting the North East. • Committed to inclusive, accessible and sustainable digital practices. 	<ul style="list-style-type: none"> • Able to champion digital best practice and support the upskilling of others.