

NewcastleGateshead Initiative

Job Description

Contract: Full-time, permanent
Job title: Marketing Executive
Salary: £25,000 - £28,000 per annum
Reports to: Senior Account Manager
Directorate: Invest

- 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 marketing our region's story regionally, nationally and internationally?
- Do you want to play your part in the growth of our local economy, creating jobs and opportunities?

This is your opportunity to play a big part in making an economic and social impact on Newcastle, Gateshead and the wider region. You will have the opportunity to work with a diverse range of businesses and stakeholders – marketing our city and region on a national and global stage, with the opportunity to travel internationally. The successful candidate will join a dynamic team that is passionate about making a difference.

Job role and purpose:

To market Newcastle, Gateshead and the North East as an attractive destination for investment, with a focus on lead generation, business engagement and marketing intelligence and data insight across key growth sectors.

You will have:

- 1-3 years' experience in business development, marketing, account management - or a similar role with transferable skills.
- A proven ability to build commercial relationships
- Experience engaging with businesses or investors.
- Familiarity with CRM tools (e.g. Salesforce) and pipeline management.
- Experience of supporting the delivery of events

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

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.

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. **Please note we do not accept CVs.**

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.

Place Promotion and Capital Investment

- Support the delivery of national and international events and delegations (e.g. MIPIM in Cannes and UKREiF in Leeds) to market the region and generate investment leads.
- Manage relationships with private sector delegations and stakeholders to ensure the best ROI and impact.
- Plan and host inbound visits and events with partners, companies and investors to showcase the local offer, generate interest and make connections with key stakeholders.

Inward Investment Marketing

- Business development, marketing and investor engagement across priority sectors (creative, digital, health and life sciences, energy, and corporate services), identifying and nurturing a pipeline of active inward investment opportunities.
- The promotion of our offer to a national and global audience of potential investors.
- Build and maintain relationships with investors, multipliers, intermediaries, sector bodies, and local stakeholders.
- Support development of sector and property marketing propositions for businesses, including a portfolio of commercial property options that can be shared with companies looking to expand in the city.

Data, Market Intelligence and Reporting

- Monitor sector trends, competitor locations, and policy changes to inform targeting and propositions and place marketing offer.
- Use CRM (Salesforce) and other tools to monitor and record outcomes
- Track and report on project progress, investor engagement metrics, and outcomes
- Work to define KPIs and investment targets, contributing to the success of the Invest Newcastle strategy.
- Report KPIs effectively to management teams, funders and partners.
- Admin tasks as required to support the overall function of this service.

Wider responsibilities

- Be an ambassador for Newcastle, Gateshead and the wider region.
- 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: MARKETING EXECUTIVE

CATEGORY	ESSENTIAL	DESIRABLE
1. SKILLS, KNOWLEDGE AND APTITUDE	<ul style="list-style-type: none"> • Proven ability to build commercial relationships and influence business decision-makers. • Understanding of major events, trade missions and business networking. • Knowledge of location decision-making, economic development processes, and sector growth trends. • Strong presentation and communication skills – verbal and written. • Confident working to KPIs in a fast-paced, results-driven environment. • Excellent attention to detail. • Able to work under pressure and to timescales. • Professional and committed approach. • Organised and excellent time management • Strong presentation skills. 	<ul style="list-style-type: none"> • Understanding of inward investment or awareness of business decision making processes • Awareness of the regional business landscape that NGI operates within. • Experience delivering sector-based marketing or engagement campaigns. •
2. QUALIFICATIONS AND TRAINING	<ul style="list-style-type: none"> • Graduate or equivalent. • Ongoing evidence of business relevant training to support personal development. 	<ul style="list-style-type: none"> • Project management qualification. • Foreign language skills • Qualification within marketing, business, economics or a related discipline.

3. EXPERIENCE	<ul style="list-style-type: none"> • 1-3 years' experience in place marketing, business development, investment promotion, account management, or a similar role. • Direct experience engaging with businesses or investors. • Familiarity with CRM tools (e.g. Salesforce) and pipeline management. • Experience delivering small-scale and large-scale events. • Experience running multi-channel marketing and engagement campaigns. • Experience using Microsoft Office programs: Word, Outlook, Excel, PowerPoint and Teams. 	<ul style="list-style-type: none"> • Experience gained in the digital/tech, health and life science, corporate services or energy sectors. • Specific experience of implementation of business development plans. • Knowledge or interest in foreign markets and world economics. • International Travel
4. DISPOSITION	<ul style="list-style-type: none"> • Confident with an ability to negotiate and work with high-level stakeholders • A self-starter and highly motivated to succeed. • High levels of personal motivation and ambition. • Able to work effectively under pressure and with autonomy. • Exacting attention to detail. • A will to adopt new ways of working, to research new sectors and learn new skills. • Team player that enjoys working in partnership with others to deliver common goals • Conscientious with a positive attitude. 	