



# CANDIDATE PACK



## LEAD MARKETING ENGAGEMENT OFFICER (ROAD)



### Who are we?

Our vision at Groundwork is of a society of sustainable communities which are vibrant, healthy and safe, which respect the local and global environment, and where individuals and enterprise prosper.

Our mission is to inspire people and deliver positive sustainable change in places of need across the North East and Cumbria. We're passionate about creating a future where every neighbourhood is vibrant and green, every community is strong and able to shape its own destiny and no-one is held back by their background or circumstances.

We work across the North East and Cumbria helping communities find practical sustainable solutions to the challenges they face. We provide training and create jobs, reduce energy and waste, reconnect people with nature and transform whole neighbourhoods. We are passionate about changing places and lives for the better. With over 200 staff across the region, and over 30 years' experience, we are always keen to hear from people with the drive and determination to make a difference and have lots of ways you can get involved. Many of our senior managers and executive team began their careers as volunteers or entry level project staff. By providing a range of training and continuous professional development opportunities at the local, regional and national level we are able to recruit and retain the very best.

Each year Groundwork makes an incredible difference to communities across the North East and Cumbria. We work on hundreds of individual projects each year, supporting disadvantaged communities but what's most important is how we change people's lives. Our local programmes and services are tailored to the needs of partners and communities in each locality. When all that local activity is added together, it becomes a major force for regional change.

We want you to be yourself at Groundwork and value everything that makes you unique. We recognise and celebrate people's differences and together we make Groundwork a great place to work. Groundwork are committed to safeguarding and protecting the welfare of children, young people and vulnerable adults, and expect all staff and volunteers to share this commitment.

**Email:** [HR.NorthEast@groundwork.org.uk](mailto:HR.NorthEast@groundwork.org.uk)

**Tel:** 01388 662666

**Post:** Human Resources, Groundwork NE & Cumbria, Unit 14 Parsons Court, Welbury Way, Aycliffe Business Park, Newton Aycliffe, DL5 6ZE



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



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## What are we looking for?

Reaching Out Across Durham (ROAD) is an exciting employment programme in County Durham funded by the European Social Fund and the National Lottery Community Fund. Working in Partnership with 7 voluntary and community sector delivery Partners who are specialists in employment, financial & digital inclusion, health & wellbeing and volunteering, ROAD will support long-term unemployed & economically inactive people aged 25 plus, into or towards employment.



In this pivotal role you will implement and lead ROAD's marketing strategy to support promotion of the ROAD Programme to increase engagement with potential Participants. We are therefore seeking someone with strong marketing, engagement and communication skills, together with an enthusiastic and flexible approach to work. You will have excellent customer service skills, both written and verbal and proven experience of using a wide range of information technology, including Microsoft Word, Excel and PowerPoint, in addition to experience of using social media and graphic design for publicity.



Like us, you will love North East England and want it to thrive. You will be keen to learn and work as part of a team, and be enthusiastic for charity initiatives and the role of benefiting communities.

## What difference will you make in the role?

- Along with all Groundwork employees you will be committed to our purpose, values and mission.
- You will have a genuine passion to make a difference and provide a great service, with strong attention to detail ensuring a high level of accuracy, prioritising tasks to meet deadlines.
- Using your own initiative, you will take responsibility for task delivery to time and within budget. Referring matters upwards only when necessary.
- You will provide a valuable resource as a member of the ROAD team in supporting the provision of a comprehensive and high quality service.



# Who you will be working for and with?

Groundwork is an organisation where everyone works together, works hard and takes collective responsibility and strives to make a difference to our local communities.

Working as a member of a dedicated Partnership team, the post holder will be responsible for leading on and implementing of a range of Marketing & Engagement related duties to support the ongoing requirements of the Programme. This will include developing effective networks within the community and undertaking stakeholder engagement to both increase engagement with potential Participants and to promote the continual successes which the Programme achieves.

Responsible for a range of marketing and communication-based tasks, the post holder will be required to work proactively with external project Partners, ensuring achievement of business deadlines and a high level of accuracy and quality.

You will report to the ROAD Partnership Lead, who works both on delivery and wider strategic Partners along with funders to ensure that ROAD's outputs and outcomes are achieved.

You will work with the ROAD Team and the wider ROAD Partnership, including delivery staff and Partner organisation finance and management staff.



## What will your duties and responsibilities be?

- Implementing and delivering a programme marketing & publicity strategy to support the delivery of the Programme, focussing on increasing engagement and referral routes for potential Participants and external organisations
- Preparing & delivering presentations & pitches to a range of organisations across various sectors
- Regularly contribute ideas to ensure that Programme promotional materials are appropriate and fit for purpose, making edits to flyers and posters if required
- Meeting regularly with Programme Delivery Partners and Staff to encourage success stories, to be shared across our social media channels and appropriate press
- Making and maintaining media and press contacts, arranging for regular communication with potential Participants and contacts through the most appropriate communication channels
- Write and deliver appropriate content for press release, websites and social media of both the ROAD Programme and that of Groundwork NE & Cumbria in order to showcase our successes, keeping records for our Funders and raising our profile
- You will be able to work independently, using your own initiative to innovate new ways to promote the Programme: Experience of using online design software is preferred as is experience in design and video editing



## What skills and experience do you need to apply?



- Good standard of education to GCSE equivalent, particularly English and Mathematics
  - Significant experience of marketing and engagement with knowledge of developing and implementing communications strategies in line with Programme visions
  - Outstanding communication skills and an ability to liaise effectively with colleagues and a wide variety of stakeholders
  - Excellent computer literacy skills, including experience of Microsoft Office and online email campaign systems (i.e. Mailchimp)
  - Experience of dealing with the media including handling queries, writing press releases and generating positive media coverage
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- Confident using multiple social media channels, (i.e. Twitter, Facebook), managing websites and their content to plan, manage and implement campaigns, analysing results
  - Ability to lead on delivery of a marketing strategy, turning into tactical plans to deliver targets on time and on budget
  - Excellent organisational skills to ensure an effective and efficient administration service
  - Ability to work as both part of a team, and on own initiative, only referring matters upwards as necessary
  - Ability to achieve targets and deadlines whilst still maintaining quality
  - A commitment to Equal Opportunities and Diversity in all work practices
  - Full Driving Licence
  - An appreciation and commitment to Health and Safety issues in the workplace

**It would be good, but not essential, if you also have:**      Marketing or Public Relations related qualification  
Graphic design experience using design programmes (e.g. Canva, Adobe)

## What will we offer you...

- Competitive salary, currently £22,500 per annum
- Full Time - 37 hours per week
- Excellent holiday entitlement of 25 days, rising to 27 days per annum plus public holidays
- Family friendly policies to support work/life balance and time off in lieu for out of hours work
- Business travel expenses
- Better health at work activities
- Access to a Cycle To Work and Childcare Voucher Scheme
- A commitment to equality and diversity which ensures everyone can make best use of their skills, free from discrimination or harassment
- Staff life insurance scheme
- Friendly, team environment where we support each other to achieve



**WANT TO  
APPLY?**



Great, all you need to do is complete the application pack available on our website, located here:

<https://www.groundwork.org.uk/about-groundwork/careers-across-groundwork/>

**All completed applications should be sent to:**

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