



GROUNDWORK NORTH EAST & CUMBRIA

RECRUITMENT PACK

MARKETING & COMMUNICATIONS OFFICER

Groundwork North East & Cumbria | Charity Registration number 1017706

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Groundwork NE & Cumbria Candidate Pack



The Groundwork Approach

The Groundwork movement began 40 years ago at a time of political, social and economic challenge as an experiment to help communities cope with change and work together to make their lives and neighbourhoods better. That experience and that spirit of enterprise and innovation have never been more needed than now. What drives us is the recognition that in every community – however disadvantaged – there are deep reserves of pride in the local area and people with the passion and ideas to improve their circumstances and surroundings. Groundwork NE & Cumbria exists to harness that pride and unlock that passion through services, projects and programmes that change people's lives now but also make our communities across our region more resilient for the future.



We know that many people face multiple challenges – living in isolation or with significant health issues in communities with few facilities and limited employment prospects. We work with partners to address these challenges in three ways: we create better places, we improve people's prospects, and we promote greener choices

Wherever and however we deliver, our approach will always be informed by our commitments:

- > **We will invest in the places and people that need us most**
Prioritising our resources to bring about lasting change by building skills and capacity within the local communities where we can make most difference.
- > **We will work with local leaders and listen to local voices**
Ensuring our work is shaped by those it is designed to benefit and adds value to the assets that exist in local areas.
- > **We will grow a culture of equity and inclusion**
Operating transparently and with integrity and seeking out a diversity of viewpoints, both in the work we do and the people we employ.
- > **We will be committed to collaboration**
Forging strong partnerships, contributing to a thriving community sector and helping others lead where this will achieve greater impact.
- > **We will act as environmental exemplars**
Championing practical action to combat the climate and nature emergency and measuring and reducing our own environmental impact.



Why our Work is Needed

We believe that working with local communities to build their resilience is vital in facing up to the challenges of a globalised economy and a changing climate. We know that the negative effects of climate change and environmental breakdown impact first and worst on those who have the least power in society, and who contribute least to the cause of the crisis. A 'just transition' to an inclusive, net-zero economy must tackle, rather than entrench, this inequality and provide a springboard for better work and healthier, happier lives in the places that need it most.

This means creating green jobs that build wealth in local communities, changing behaviour to reduce wasted food, energy and water, providing biodiverse, accessible green spaces, supporting businesses to be more responsible and empowering communities to lead activities that improve their quality of life and promote health and wellbeing.

The UK is one of the richest nations in the world yet many people in many communities face significant hardship

- > Continued reductions in public spending means there is a risk of greater social inequality and greater geographic disparity as services people rely on are cut
- > The neighbourhood services that enhance our quality of life – from youth clubs to parks – have felt the brunt of spending reductions.
- > As our economy and welfare system change, some people feel marginalised and vulnerable.
- > Environmental impacts – from flooding to energy price rises – impact disproportionately on those who have least protection.
- > Addressing these challenges requires new ideas and approaches, engaging communities and businesses and shaping new ways of delivering public services.

- ✓ **89%** of community groups say their work is needed more than ever, but more than half say it has got harder for them to operate in the last ten years
- ✓ **75%** of people say they feel unable to influence decisions about what happens in their local area.
- ✓ **Nearly half** of young people say they feel they don't belong to their neighbourhood.
- ✓ **2.69 million** people do not live within a ten minute walk of a green space. Those who are at greatest risk of poor physical and mental health are more likely to miss out on the benefits of green space.
- ✓ Around **half a million** young people were 'economically inactive' – not in learning or employment and not looking for work.
- ✓ **One in ten** households in England is experiencing fuel poverty, rising to almost one in five for ethnic minority households.
- ✓ **76%** of adults say they are concerned about climate change.
- ✓ **40%** of young people admit to feeling 'overwhelmed' by the climate crisis.
- ✓ **90%** of SMEs said being sustainable was important for their business but more than half said they were finding it difficult to take action.



Working for Groundwork North East & Cumbria



VALUES

Our values inform what we do and how we do it.

We are **environmentally aware** and focused on **communities in need**.

We are **collaborative**, show **integrity** and strive for **quality** in everything we do.



EQUALITY & DIVERSITY

We are fully committed to eliminating discrimination and promoting equality and diversity in our workforce and employment practices, in the work we undertake, and in the provision of all our services.



SAFEGUARDING

We commit to doing everything we can to ensure the safety of those involved in our projects, programmes and services. Our safeguarding team ensures that our safeguarding policy and practices are rigorously implemented and continually reviewed and improved. Safeguarding is embedded in our organisational culture.



SUSTAINABILITY

Groundwork NE & Cumbria is committed to minimising its environmental impact and promoting positive environmental behaviour among its employees, service users, suppliers and partners. Our sustainable development policy sets out how we will manage our assets and activities in a way that's consistent with our values and demonstrates our commitment. Our OHSAS14001 accreditation supports our achievements.

Who are we looking for?



We are in search of a highly motivated Marketing and Communication Officer to join our dynamic team. As a key member of our Business Development Team, you will play a pivotal role in planning, executing, and overseeing strategic marketing and communication initiatives.

Your primary responsibilities will include promoting Groundwork's mission, raising awareness, supporting project teams, and driving corporate engagement and investment.

To be considered for this position, applicants must have proven experience in marketing, communications, or public relations, previous experience of working in the non-profit or charity sector is a plus, but not essential, we welcome people from diverse backgrounds! Exceptional communication skills are a must-have, with the ability to effectively collaborate with colleagues and engage with a diverse range of stakeholders.

The ideal candidate should be well-versed in social media platforms such as LinkedIn, X and Facebook, proficient in website management, content creation, campaign planning, and analysis of results. They should also have experience of website management.

Occasional out of office work is required and we are therefore looking for someone with a flexible and positive approach to work.

Like If you are enthusiastic, dedicated, and ready to make a meaningful impact, we invite you to join Groundwork North East and Cumbria in our mission to create lasting positive change in our communities.





What difference will you make in the role?

- > Along with all Groundwork employees you will be committed to our purpose, values and mission.
- > Bring knowledge and experience to planning and delivering campaigns to improve brand recognition
- > Inform a wider audience, in particular funders and stakeholders of our values and mission.
- > Support the business development team through effective communications to generate an income, and to make data informed decisions
- > Improve programme awareness and increase event attendance across the region.
- > Be apart of an organisation which is supporting the environment, local communities and businesses to make a just transition to net zero

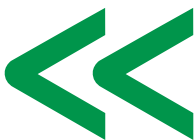
Who will you be working for and with?

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

You will report to our Head of Business Development, who is responsible for managing the Business Development and Marketing teams across the region. You will begin by working alongside existing members of staff to learn about our organisation's values, mission, and goals, as well as our current business development and marketing strategies.

So, what will be on your to-do list?

- > Collaborate with the Head of Business Development to devise and implement comprehensive marketing plans aimed at promoting Groundwork's initiatives, events, and campaigns across various channels, including digital platforms, social media, email, and traditional media outlets.
- > Create captivating and impactful content, such as written materials, graphics, videos, and visuals, that resonates with our target audience and effectively communicates the Groundwork's mission and impact.
- > Manage and maintain our social media presence, including content scheduling, business-to-business/customer engagement, and monitoring performance metrics to drive growth.
- > Working closely with our external PR agency to secure media coverage that creates opportunities for Groundwork to be featured in relevant news outlets and publications.
- > Oversee Groundwork's website in collaboration with the Business Development team to ensure it is up-to-date, user-friendly, and optimized for search engines to increase online visibility and drive traffic.
- > Develop and execute our business development and project campaigns and communication strategies to foster relationships, express gratitude, and encourage ongoing support.
- > Uphold and maintain the Groundwork brand identity and guidelines across all communication channels to ensure consistent messaging and visual representation.
- > Monitor and analyse marketing efforts' performance, providing reports, and making data-driven recommendations for improvement.
- > At Groundwork, we believe in integration and knowledge-sharing across teams to benefit the organisation as a whole.
- > Ability to work independently to previously agreed goals and targets with a minimum of level of supervision



Our Groundwork Team



Role Details

- > Circa £26,000 per annum, pro rata
- > Full and Part time hours available
- > Flexible locations across the North East



What will we offer you...

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





How to Apply

Interested? 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 returned via email to:

Email: HR.NorthEast@groundwork.org.uk

For people who are unable to access email to submit their application you can post a copy to us at:

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

Tel: 01388 662666



Groundwork NE & Cumbria
@GWKNEC





CHANGING PLACES
CHANGING LIVES

Groundwork NE & Cumbria strive to have a diverse and inclusive workforce that is representative of the communities we serve. We want you to be yourself at Groundwork and we value everything that makes you unique. We recognise and celebrate your difference and together we make Groundwork a special and great place to work. As a Disability Confident employer we offer a guaranteed interview to applicants with a disability who meet the essential criteria for the role.

At Groundwork we ensure that we provide a safe environment for adults, children and young people to take part in any activity or service that we organise. We are committed to creating a culture that promotes safeguarding and the welfare of all children, young people and adults at risk. Our safer recruitment practices support this by ensuring that there is a consistent and comprehensive process of obtaining, collating, analysing and evaluating information from and about candidates to ensure that all the people we appoint are suitable to work with our children, young people and adults.

Join our team

Groundwork NE & Cumbria

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