

GROUNDWORK

CHANGING PLACES

CHANGING LIVES



JOB DESCRIPTION

JOB TITLE:	Marketing & Communications Officer
REPORTS TO:	Marketing & Communications Lead
RESPONSIBLE FOR:	Planning, executing, and overseeing marketing and communication strategies
LOCATION:	Flexible locations across the North East
SALARY:	Circa £26,000 per annum
HOURS:	Full and Part Time Hours Available

JOB SUMMARY

Groundwork North East & Cumbria is looking for a highly motivated and creative Marketing & Communications Officer to join our Business Development Team. In this pivotal role, you will help shape and deliver engaging marketing and communication strategies that promote our initiatives, increase our visibility, and drive corporate engagement and investment.

Working closely with the Head of Business Development, the Marketing & Communications Lead and wider teams, you will create compelling campaigns, manage our digital presence, and ensure consistent, professional communication across all channels.

KEY TASKS

Key Responsibilities

1. **Marketing Strategy**

- Develop and implement comprehensive marketing plans with the Head of Business Development and Marketing & Communications Lead to promote Groundwork's initiatives, events, and campaigns.
- Deliver multi-channel campaigns across digital, social media, email, and traditional media to raise awareness and engage stakeholders.
- Support the design and delivery of business development and project campaigns to nurture relationships and encourage ongoing support.

2. **Content Creation & Digital Engagement**

- Create high quality written content, graphics, videos, and visuals that showcase Groundwork's mission, impact, and success stories.
- Ensure all content aligns with our brand voice and engages a diverse range of audiences.

3. **Social Media & Online Presence**

- Manage and grow Groundwork's social media presence, including content scheduling, audience engagement, and performance tracking.
- Oversee the website with support from the Business Development Team, ensuring it is up to date, user friendly, and search engine optimised.

4. **Public Relations & Media**

- Work alongside our external PR agency to secure coverage and raise Groundwork's profile in local, regional, and sector media.
- Draft and distribute press releases, news stories, and other PR materials as needed.

5. **Brand Management & Communications**

- Uphold Groundwork's brand identity, ensuring consistent messaging and visuals across all communication channels.
- Support internal and external communications to ensure stakeholders remain informed and engaged.

6. **Monitoring & Reporting**

- Track, analyse, and report on the performance of marketing activities.
- Provide insights and data-driven recommendations to improve reach, engagement, and impact.

7. **Collaboration & Knowledge Sharing**

- Work closely with wider teams to integrate marketing efforts across the organisation.
- Share best practices and innovative ideas to strengthen overall communications and business development activity.

Additional responsibilities

- A commitment to maintaining Continuous Professional Development
- Keep up to date with best practice in marketing and comply with relevant legislation and regulation e.g. GDPR, social media policy and photo permission policy.
- Comply with all organisational policy, procedures and systems.

- To be aware of, and assume the appropriate level of responsibility for, safeguarding and promoting the welfare of children, young people and vulnerable adults and to report any concerns in accordance with the organisation's safeguarding policies
- Ability to work outside normal office hours.
- Any other duties commensurate with the level of the post.