

GROUNDWORK

CHANGING PLACES
CHANGING LIVES



JOB DESCRIPTION

JOB TITLE:	Marketing & Events Assistant
REPORTS TO:	Commercial Property Manager
LOCATION:	Heritage Centre, Spa Well Rd, Winlaton Mill, Blaydon-on-Tyne NE21 6RU
HOURS:	Part Time – 21 hours per week
SALARY:	National Minimum Wage

JOB SUMMARY

The Marketing & Events assistant will play a vital role in supporting marketing, promotion, and the day-to-day coordination of activities across multiple Groundwork Trading Company sites, including the Land of Oak & Iron Heritage Centre, The Greenhouse Business Centre, and others as required.

This is a varied role that offers a great mix of creativity, practical tasks, and teamwork. While it involves supporting marketing, events, and general site activity, you'll be guided and supported by the wider team including colleagues at each site and won't be expected to manage these areas alone.

Reporting to the Commercial Property Manager, and working alongside the events, operations, and retail teams, the postholder will help to deliver creative marketing content, support event setup and delivery, and carry out light administrative duties across key locations.

Two days per week will be focused on the Land of Oak & Iron Heritage Centre, with the third day offering light-touch support to other sites within the Trading Company portfolio.

KEY TASKS

Marketing & Communications

- Create and schedule engaging social media content across Facebook, Instagram and LinkedIn for all Trading sites.
- Design marketing materials (posters, flyers, menus, banners) using Canva or similar tools.
- Respond to messages, comments and online reviews.
- Share content in relevant local groups and platforms to boost reach.
- Produce and distribute newsletters.
- Maintain accurate and up-to-date event listings, news pages, and blog content.
- Develop and implement creative ideas to promote events, services and retail offers.

Event Support & Promotion

- Support setup for public and private events across sites.
- Prepare and manage event registers, signage, and displays.
- Photograph and create content at key events to support online promotion.
- Assist with retail setup and Meet the Maker displays.

Administrative & Site Support

- Monitor key inboxes (e.g. landofoakandiron@) and respond to basic queries.
- Print, distribute, and maintain posters, feedback cards, and marketing collateral on-site.
- Oversee the presentation and relevance of all public-facing materials across key visitor areas.
- Support room hire administration and site readiness.

Multi-site Collaboration

- Work flexibly across sites, with regular presence at Land of Oak & Iron and The Greenhouse, and occasional support at other venues as needed.
- Liaise with on-site teams to gather content and ensure consistent branding and messaging.
- Adapt content and support to reflect each site's audience and offer.

Additional responsibilities

- Integrate with wider team and share knowledge to benefit the holistic development of programmes.
- 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.