

# NewcastleGateshead Initiative

## Job Description

**Contract:** Full-time, permanent role  
**Job title:** Content Marketing Executive  
**Salary:** £25,000-28,000 per annum  
**Reports to:** PR and Content Manager  
**Directorate:** Communications

**Job purpose:** Plan and deliver compelling content and campaigns across our digital channels to attract and create demand for visitors and bednights in Newcastle and Gateshead.

- Are you passionate about Newcastle and Gateshead and our visitor economy?
- Do you take pride in what people think about our great city and region?
- Do you enjoy working in a fast-paced environment with a team of enthusiastic and dedicated colleagues?
- Are you a self-starter with new ideas, creative flair with an attention to detail?
- Do you want to play your part in the growth of our local economy, creating jobs and opportunities?

Newcastle and Gateshead attracts 17.83m visitors per annum who add £2.1bn into the local economy and supporting 21,285 jobs. It is an exciting time in the North East of England with bold ambitions to double the value of our visitor economy in ten years. Our content marketing executive plays one of the most critical roles in our organisation as the leading destination organisation (LVEP) for Newcastle and Gateshead, working alongside a team to help create demand for overnight and day visitors.

<https://newcastlegateshead.com/>

### Job role and purpose

87% of visitors use the internet to plan their trip and this is an exciting opportunity for an experienced marketing and content creator with 2-4 years' experience to champion Newcastle and Gateshead's tourism and hospitality offer. Telling our story and playing a part in the growth of our visitor economy by attracting visitors and supporting industry.

The successful candidate will tell compelling stories about Newcastle and Gateshead through our owned digital channels including our website (that attracts almost £2million visitors every year), our marketing database and social media channels, working with key stakeholders to enable them to tell these stories too and to generate revenue/income. The successful candidate will continue to make sure that undertake knowledge development of social media and digital marketing tools, analytics and GDPR to maximise opportunities for reach and commercial income and making sure ensure we meet all legal expectations.

### **You will have:**

- An ability to create high-quality, engaging, SEO optimised content across digital and print platforms.
- 2-4 years' experience of developing and planning content for social media platforms including TikTok, Facebook and Instagram.
- Experience in creating email newsletters and knowledge of/ able to adhere to GDPR practices.
- Experience of working with local businesses to drive partnerships and commercial income.
- An ability to develop and maintain strong and productive relationships with businesses and media partners to drive commercial income
- Experience and ability to deliver creative and engaging content
- Excellent copywriting, English language, communication, and interpersonal skills
- Excellent attention to detail.
- Experience in a busy face paced environment.
- Awareness of the business landscape that NGI operates within.

### **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 champion 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 tourism 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

### **How to apply**

To apply for this position, you can download the full job description and role specification and application form from our website. Completed applications and equal opportunities monitoring form should be emailed to [jobs@ngi.org.uk](mailto:jobs@ngi.org.uk). **Please note we do not accept CVs.**

### **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
- Ongoing CPD (Continuing Professional Development) training
- Flexible working
- Employee Assist Programme
- City centre location

### **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.

- Effectively manage, enhance and grow the digital presence of Newcastle and Gateshead as a place to visit.
- Development of organic content and campaigns to reach new audiences through digital platforms (SEO, e-marketing our website & social media)
- Develop blogs, reels and content for all our social media platforms including TikTok Facebook and Instagram.
- Support work with national and international online influencers to expand our online reach.
- Work closely with communications, marketing, digital colleagues to ensure a joined up and integrated approach to campaign and content delivery.
- Create and deliver content to support key NewcastleGateshead national and international marketing campaigns
- Growing NewcastleGateshead's audiences through our monthly What's On email, planning and delivering daily activity to ensure NewcastleGateshead's followers and subscribers receive inspiring and timely content.
- Regular monitoring of the website to ensure it continues to provide inspiration and practical advice on visiting.
- Responding to online inbox and providing the best possible online experience for potential visitors.

- Responsibility for managing NGI’s internal image and video libraries.
- Keeping content on NewcastleGateshead.com up to date and accurate.
- Identify and secure partnerships with local businesses and tourism-related entities to maximise advertising opportunities on the website.
- Responding to tourism partners and other requests for info about the destination and national and international amplifiers like VisitEngland and VisitBritain on influencer trips in relevant markets
- Delivering solus emails for businesses and website advertising to increase revenue through our digital channels and supporting income targets.
- Proactively identify and update blogs and SEO content on newcastlegateshead.com in line with seasons, campaigns and partner events.
- Identify proactive and reactive opportunities for content creation that includes partners and major events where relevant, as well as opportunities to enhance the overall strategy and themes
- Support NGI partnership sign up and retention and work closely with visitor economy partners, ensuring we represent them with accuracy and impact on our channels and keeping them up to date with the work we’ve done on their behalf.
- Support and report on social media outputs, effectively, working with cross-functional teams and external partners to deliver KPIs for funders in-line with our strategic goals.

Wider responsibilities

- Be an ambassador for Newcastle and Gateshead and a guardian of the NGI brand.
- Partnership approach to all initiatives and projects
- Undertake any other duties that may be required to ensure the smooth running of the wider organisation.
- Administrative tasks and CRM updates

**NEWCASTLEGATESHEAD INITIATIVE**

**ROLE SPECIFICATION**

**JOB TITLE:** Content Marketing Executive

CATEGORY	ESSENTIAL	DESIRABLE
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<p><b>1. SKILLS, KNOWLEDGE AND APTITUDES</b></p>	<ul style="list-style-type: none"> <li>• Strong practical knowledge of digital marketing tools and techniques.</li> <li>• A demonstrable ability to develop and maintain strong and productive relationships with a range of contacts.</li> <li>• Excellent copywriting, English language, communication and interpersonal skills.</li> <li>• Excellent attention to detail.</li> <li>• Professional and committed approach.</li> <li>• Organised and excellent time manager.</li> <li>• Strong administrative skills and PC literate.</li> <li>• Strong presentation skills.</li> <li>• Proficient with Mailchimp.</li> <li>• Ability to create visual and engaging content.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of what NewcastleGateshead has to offer visitors.</li> <li>• Experience of SEO optimization</li> </ul>
<p><b>2. QUALIFICATIONS AND TRAINING</b></p>	<ul style="list-style-type: none"> <li>• Graduate or equivalent.</li> </ul>	<ul style="list-style-type: none"> <li>• Professional marketing /digital qualifications.</li> </ul>
<p><b>3. EXPERIENCE</b></p>	<ul style="list-style-type: none"> <li>• 2+4 years' experience in a content marketing role.</li> <li>• Experience of using website content management systems.</li> <li>• Experience of using key social media platforms and tools.</li> <li>• Experience using Microsoft Office programs: Word, Outlook, Excel, PowerPoint</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing experience within the travel, tourism and hospitality sector.</li> <li>• Experience working with suppliers and agencies.</li> <li>• Experience of working within a commercial environment/agency.</li> </ul>
<p><b>4. DISPOSITION</b></p>	<ul style="list-style-type: none"> <li>• Able to work under pressure.</li> <li>• Flexible, reliable and loyal.</li> <li>• Personable.</li> <li>• Creative.</li> <li>• Team player.</li> <li>• Conscientious.</li> <li>• Positive attitude.</li> <li>• Confident with an ability to negotiate.</li> </ul>	



**NewcastleGateshead**  
Initiative

	<ul style="list-style-type: none"><li>• A self-starter and highly motivated to succeed.</li></ul>	
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