



<b>Job Description</b>	
Job Title	<b>Marketing and Communications Manager</b>
<i>This post is part-funded by England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020.</i>	
Location	Generator, Cluny Annex 36 Lime Street Ouseburn Valley Newcastle upon Tyne NE1 2PQ
Working Hours	14 hours Mon - Fri (flexible working)
Salary	£30,000 (£12,000 pro rata)
Start Date	ASAP
Location	Newcastle Upon Tyne, with some remote working

<b>Position in Organisation</b>	
Reports to	Chief Executive Officer
Responsible for	Social Media & Events Coordinator
Budget accountability	Marketing Budget

<b>Overall purpose of the job</b>
Responsible for planning and delivery of effective, impactful marketing strategy to position Generator as the leading creative development agency in the UK. This includes leading on campaigns for talent development, business support, sector growth & knowledge for the creative & digital industries, both regionally and nationally.

<b>Duties and responsibilities</b>
<b>Strategy &amp; delivery</b>



- Develop an effective marketing, content and PR strategy and campaigns to promote Generator's overarching identity and core programmes such as music development, Digital Union and business support activities
- Create and drive audience development goals and related strategies aligned to the Generator business plan that meet the needs of and engage with existing and potential audiences
- Act as 'brand guardian' ensuring distinct and consistent use of Generator's brand both internally & when used by partners including actively monitoring how Generator is represented by other agencies
- Create an asset hub of interactive content to promote Generator and all its services
- Ensure strategy is aligned with delivery by setting objectives for the Social Media & Events Coordinator and maintaining communication guidelines are adhered to across the organisation
- Ensure all of Generator's key funders (particularly Arts Council England, PRS Foundation & ERDF) are appropriately credited in relevant marketing & communications material

## **Monitoring**

- Evaluate success, effectiveness & reach (quality & quantity) of marketing activity including providing Generator's senior management & board with monitoring reports
- Capture effective marketing data and analyse it to inform recommendations and targets
- Ensure compliance with data protection legislation/GDPR
- Contribute, when requested to all client and funding body reports.
- Ensure Generator has a strong understanding of the audiences (existing & potential) for all online communications activity & that all online activity is representing Generator effectively & meeting the needs of these audiences

## **General**

- Attend Generator events and represent Generator as required
- Provide and implement a personal development strategy for the Social Media & Events Coordinator role
- Be an active member of the core Generator team, contributing to the team's planning and day-to-day delivery of work
- Participate in training initiatives relevant to the duties of the post
- Fulfil reporting requirements to CEO
- Create information for Generator's Annual Reports and Board Meetings
- Undertake such other responsibilities as shall be assigned from time to time by the CEO or other senior Generator staff



<b>Knowledge, experience and skills required to do job</b>		
<p>The Marketing and Communications Manager must be an enthusiastic and creative individual, highly organised and able to oversee a number of different project strands across a complex stakeholder ecosystem. The ability to work independently in a multi-task environment as well as part of a dynamic and supportive team is essential. The Marketing Manager will also be responsible for the overall management and development of the Social Media and Events Coordinator.</p>		
<b>Area</b>	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Educated to Level 2 (GCSE or equivalent) in Maths and English	Marketing / PR / comms related further or Higher Education
<b>Experience</b>	<p>Minimum 2 years' experience in marketing &amp; communications</p> <p>Experience of designing and delivering marketing and communications strategies</p> <p>Experience &amp; knowledge of contemporary marketing practice &amp; emerging trends</p> <p>Experience &amp; demonstrable success in applying digital media marketing &amp; social networking</p>	<p>Experience of working in &amp; passion for the music, creative &amp; digital industries</p> <p>Experience of working in a business development / commercially driven environment</p> <p>Experience &amp; knowledge of marketing intelligence, Audience segmentation &amp; audience profiling</p>
<b>Skills or knowledge</b>	<p>Interest in and understanding in the creative and digital industries</p> <p>Strong creative problem solver &amp; communicator (both verbal &amp; written) with particular attention to detail</p> <p>Copywriting ability</p> <p>Fluent with IT &amp; web-based marketing solutions &amp; analytics</p> <p>Knowledge of updating websites</p> <p>Good visual literacy &amp; understanding of the principles of branding</p>	<p>Excellent analytical skills and the ability to spot and capitalise on competitor and stakeholder trends.</p> <p>Knowledge of CRM database systems</p> <p>Knowledge of data protection legislation (inc. GDPR) &amp; practical understanding of how to apply / comply with that legislation</p> <p>Line management experience</p>

# GENERATOR



**European Union**

European Regional  
Development Fund

	<p>Good social and interpersonal skills – confidence in dealing with people from a variety of backgrounds</p> <p>A positive, can-do attitude with the ability to work as part of a team</p>	
<b>Physical</b>	<p>Ability to travel</p> <p>Flexible approach to working hours</p>	<p>Willingness to spend occasional nights away from home</p> <p>Willingness to attend functions outside of core office hours</p>