

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE:	Senior Marketing Coordinator
RESPONSIBLE TO:	Marketing Manager
RESPONSIBLE FOR:	N/A

JOB SUMMARY:

Coordinate and support the delivery of the Foundation's marketing and communications strategy using a range of online and offline channels to engage, influence and retain key audiences including donors and funders, customers, participants, and supporters.

Lead on creation, delivery and analysis of compelling supporter/customer journeys to promote services and products to targeted audiences online and offline, delivering an excellent customer experience. The role will focus on increasing commercial income for NUCASTLE and raising brand awareness of NUCASTLE and Newcastle United Foundation.

Relationships and communication are key within our organisation – the Senior Marketing Coordinator will be point of contact for internal marketing requests and as such, must be an excellent communicator, decisive and confident in managing a diverse workload in a fast-paced environment.

MAIN DUTIES:

Direct or Indirect responsibility

Duties/Responsibilities	D/I
Plan and deliver bespoke marketing strategies for Newcastle United Foundation and NUCASTLE through online and offline marketing activity including OOH, digital and printed marketing collateral to meet commercial income targets.	D
Be central point of contact for marketing briefs from Foundation departments, liaising with agencies where appropriate, managing workflow and reviewing creative, copy and concepts to champion the brand.	D
Plan and deliver a range of bespoke marketing and brand OOH projects, supporting Foundation and NUCASTLE objectives contributing to stakeholder engagement and retainment.	D
Work with the Communications team to create engaging written and digital content that raises awareness about the Foundation and contributes to the success of marketing campaigns.	D
Develop excellent working relationships with all departments to support their objectives and deliverables.	D
Have solid understanding of the role of brand and marketing within the Foundation and its position within the wider brand of Newcastle United.	D

PERSON SPECIFICATION

Essential or Desirable Requirement

Aptitude or Skill	E	D
- Outstanding written and verbal communication skills. - Strong storytelling abilities with a creative mindset applied in a marketing capacity. - Ability to manage diverse workload and prioritise requests. - Excellent attention to detail to complete important updates and amends. - Knowledge of digital and SEO best practices and web analytics tools.	E E E E	D

• Proficiency in content creation tools such as Canva, Adobe Creative Suite (Photoshop, Illustrator, Premier Pro) or similar software. • Familiarity with social media management tools e.g. Sprout Social or similar.		D
		D

Personal Characteristics	E	D
• Confident communicator, strong interpersonal skills and the ability to lead and build relationships. • Highly motivated and proactive with a strong sense of initiative. • Confident in setting and meeting timescales for delivery. • Ability to work both independently and as part of a team. • Willingness to learn and desire to maintain up to date qualifications and practice. • An understanding of and commitment to equality and diversity. • Commitment to reflective practice. • Able to use own transport.	E E E E	 D D D D

Special Terms

Special Conditions
This post is subject to an Enhanced DBS check. Some evening and weekend work will be required.
Working in different locations: Based at NUCASTLE, but with travel to locations across Gateshead and Newcastle, North Tyneside and Northumberland.

In addition to these functions, employees are required to carry out such other duties as may reasonably be required.

GENERAL STATEMENT

All employees of the Foundation must at all times carry out their responsibilities with due regards to all policies and procedures and in particular health and safety, confidentiality and data protection.

SAFEGUARDING & WELFARE STATEMENT

The Foundation is committed to the safeguarding and welfare of all children, young people and adults at risk of harm and requires all staff, volunteers and others associated with the Foundation to share and endorse this commitment.

If a role requires a CRC at Standard or Enhanced level (which may include checks against the Barred List), it is exempt from the Rehabilitation of Offenders Act (1974). Therefore all convictions, including all spent convictions that may not been subject to filtering by the disclosure should be declared on the documents provided as part of the recruitment process.

EQUALITY STATEMENT

The Foundation is also committed to equality and diversity and believes in equal opportunities for all. We require all staff, volunteers and others associated with the Foundation to share and endorse this commitment.

You are required to ensure a positive attitude towards equality and diversity at all times. You must ensure that you treat others fairly and with respect. Your behaviour must align to the principles of equality as outlined in the Foundations equality policy. You must not commit any form of direct or indirect discrimination, victimisation or harassment of any description and must promote positive working relationships between all internal and external stakeholders.

DECLARATION

I acknowledge receipt of this job description. I have read, understood and agreed the terms outlined above. I understand that I must adhere to the requirements of this role for the duration of my

employment. I further acknowledge and understand that the requirements of this role will change and evolve over time and that I must adhere to the requirements of the role as they apply from time to time. I also acknowledge and agree that I may be issued with an alternative job description to reflect my role as it changes over the course of my employment.

Following an offer, and acceptance, of employment I acknowledge and agree that I may be added to one or many of the different software system providers that the Foundation uses (which may change from time to time) in order to administer my employment, to facilitate my role and my employee benefits and for the purposes of effective communications.

Employee Name: _____

Signature: _____ Date: _____

LM Signature: _____ Date: _____

HOD Signature: _____ Date: _____

HR Signature: _____ Date: _____