



## **Communication and Marketing Specialist**

### **(Transport North East)**

#### **Grade I - J**

**Group:** Office of the Chief Executive

**Service:** Communications

**Location:** Civic Centre

**Line Manager:** Team Leader - Office of the Chief Executive

**Car User Status:** Casual

#### **Job Purpose**

To provide communications support to the Transforming Cities Fund (TCF) programme, the Tyne Tunnels, North East Transport Plan and wider Transport North East activities. The postholder will be required to plan and coordinate communications activity and to initiate, develop, manage and measure the effective delivery of a communication plans on a range of activities.

#### **The key roles of this post will include:**

1. Leading on the development of a communications/marketing plan to support the region's transport priorities
2. Create and deliver marketing, public relations (PR) and social media activity to support the engagement of stakeholders and the public ensuring evaluation reports are provided when necessary on activity
3. Develop a content plan to increase stakeholder engagement including providing well written and engaging content across all digital channels including managing the Transport North East website and social media platforms
4. Plan and co-ordinate an events programme to align with the business planning process, including the launch of the North East Transport Plan.
5. Provide strategic marketing advice and PR guidance to project leads, senior officers and stakeholders where required



6. Develop strong working relationships with key partners such as Department for Transport, North East Local Enterprise Partnership, North East Chamber of Commerce, local businesses etc. to strengthen communications reach and activity.
7. Plan and manage budgets for marketing and PR activity as and where required
8. Such other responsibilities allocated which are appropriate to the grade of this post.



## **Knowledge & Qualifications**

### **Essential:**

#### **Knowledge**

- Excellent working knowledge of marketing and PR strategy
- Current developments in communications

#### **Experience**

- Working on strategic marketing / PR campaigns with measure outcomes
- Rewriting complex language using Plain English guidelines
- Planning and managing event activity to stringent deadlines
- Project planning and evaluation activity using benchmarking and best practice to show measured outcomes.
- Experience using key social media platforms and tools and managing websites.
- Providing good customer service.

#### **Qualifications**

- Hold an appropriate degree, and hold or be working towards a recognised equivalent communication qualification e.g. CIM, CAM, CIPR

### **Desirable:**

#### **Knowledge**

- Key business sectors – transport
- Working in or with large complex organisations and partnerships.

#### **Experience**

- Managing and delivering communication projects across multiple communication channels



- Creative writing
- Working in local / public sector organisations
- Delivering innovative and cost-effective communications solutions
- Experience of working within a political environment.

## Qualifications

- Demonstrate CPD within communications, marketing and business skills



## Competencies

<b>Customer Focus</b>	Puts the customer first and provides excellent service to both internal and external customers
<b>Communication</b>	Uses appropriate methods to express information in a clear and concise way to make sure people understand
<b>Team Working</b>	Works with others to achieve results and develop good working relationships
<b>Making things happen</b>	Takes responsibility for personal organisation and achieving results
<b>Flexibility</b>	Adapts to change and works effectively in a variety of situations
<b>Learning and Development</b>	Actively improves by developing and applying new skills and knowledge and learns from past experiences