

# Marketing Manager

Recruitment Pack

May 2026

For every child, for every school, for the future of our region.



Dear Candidate,

Schools North East is approaching its 20th year as the region's dedicated, independent voice for schools. Over that time, we have grown into a highly successful, dynamic, and influential charity, representing over 1,150 member schools in the North East and 400 specialist schools nationally through the National Network of Special Schools for School Business Professionals (NNoSS). Our reputation as the Voice of North East Schools is firmly established and trusted by our members, respected by policymakers, and recognised nationally.

We are now entering the next phase of our journey and are recruiting a highly motivated Marketing Manager to join our small but ambitious team. This is a diverse and fast-paced role with the opportunity to develop and deliver marketing activity that makes a real difference to schools across the region and beyond.

The role requires someone with strong marketing experience who is creative, commercially aware, highly organised, and confident working across a broad range of projects and platforms. You will lead, manage and deliver marketing across Schools North East, the National Network of Special Schools for School Business Professionals (NNoSS), Jobs in Schools | North East, policy activity, and our extensive events programme.

You will be joining a small, committed and high-performing team, where people take ownership, work at pace, and care deeply about the difference we make. In return, this role offers a genuine opportunity to shape a key part of the organisation and to play an important role in its future direction.

If you combine strong delivery with curiosity, initiative, and the confidence to develop new approaches, we would be delighted to hear from you.

Yours sincerely,

Chris Zarraga

Director, Schools North East



If you would like an informal conversation about this role please email Lindsay Gerencser, Business Manager  
[l.gerencser@schoolsnortheast.com](mailto:l.gerencser@schoolsnortheast.com)



## Marketing & Brand Manager

Salary:	Manager Band 4 – £34,630 - £40,160 depending on experience
Location:	Central Newcastle (with flexibility to work from home on Fridays)
Hours:	Full-time, 36 hours per week
Holidays:	30 days plus Bank Holidays
Travel:	Some regional and national travel, as required
Reports to:	Director
Line Management:	Marketing & Communications Officer
Closing Date:	Thursday 11 June 2026
Interview Dates:	Monday 22 & Wednesday 24 June 2026

To apply: Please submit your full CV, clarifying any gaps in employment, along with a cover letter clearly linking your skills and experience to the job description and person specification to [recruitment@schoolsnortheast.com](mailto:recruitment@schoolsnortheast.com), FAO Lindsay Gerencser.

### The Role:

The Marketing Manager will work closely with Directors and colleagues to drive engagement, growth, income generation, and brand visibility across Schools North East and its associated programmes. As a key member of the leadership team, you will develop and deliver a coordinated marketing and communications approach that supports the charity's strategic priorities and strengthens its position as the Voice of North East Schools.

Your primary focus will be the delivery of high-quality marketing campaigns, communications, and audience engagement activity across all organisational workstreams. You will play a central role in increasing reach, strengthening stakeholder engagement, supporting revenue growth, and ensuring consistency of messaging across all platforms.

Success in this role requires the ability to manage multiple priorities while maintaining high standards of creativity, organisation, and delivery. You will be a confident communicator and relationship builder, able to work collaboratively across teams while also taking ownership of projects and campaigns from concept to completion.

Working alongside the Marketing & Communications Officer and wider teams, you will help ensure Schools North East continues to deliver impactful communications, strong audience engagement, and commercially successful campaigns that support the sustainability and growth of the organisation.

The Marketing Manager will drive organisational growth by transforming the "Voice" of Schools North East into an engine for income generation and member retention. You will build upon quality content creation to focus on coherence, ensuring every campaign across events, policy, and memberships is integrated, consistent, and delivers a clear Return on Investment (ROI).



## Key Responsibilities:

### Revenue & Growth

- Develop and deliver annual marketing and communications plans aligned to organisational priorities
- Revenue Generation & Commercial Growth: Drive delegate acquisition and membership growth through targeted campaigns to improve conversion rates, delegate numbers, and memberships
- Segmented Engagement: Lead the development of tailored engagement strategies for different stakeholder groups, ensuring communications are purposeful, relevant and aligned to the needs of schools, partners, sponsors and wider stakeholders
- Digital Transformation: Lead the strategic expansion of our digital presence to increase professional visibility and high-level engagement

### Content, Campaign & Brand Coherence

- Campaign Leadership: Lead integrated marketing campaigns that amplify the commercial and reputational impact of the events programme, membership offer and policy influence work
- Brand Guardianship: Manage the brand identity across all internal and external channels to ensure total consistency of the Schools North East "Voice"
- Comms Innovation: Reinvigorate e-comms with a dynamic approach designed to reduce information overload and improve engagement metrics
- Policy Distillation: Distil complex policy and educational information into clear, compelling narratives that support organisational advocacy

### Systems, Analytics & Team Leadership

- Performance Metrics: Utilise data analytics and member feedback to report on ROI and justify marketing effort and spend
- Operational Optimisation: Lead the development and optimisation of the CRM and website
- Cross-Functional Integration: Work as the "Glue" between Business, Events, and Policy teams to ensure marketing activity directly supports their specific delivery goals, marketing operations, improving user experience, and ensuring strict data compliance
- Team Mentorship: Line manage the Marketing & Communications Officer, setting clear KPIs and fostering a high-performance, collaborative culture



## Essential Requirements

- Strong interpersonal skills: The ability to build positive relationships with colleagues, members, sponsors, partners, and external stakeholders
- Highly motivated: The ability to manage competing priorities, work at pace, and deliver high-quality outcomes to deadline
- Delivery track record: Demonstrable experience of marketing that supports audience growth, engagement, events, memberships, and income generation. A strong history of managing multi-channel campaigns that have had a measurable impact
- Digital performance: Demonstrable experience of improving website performance through SEO, content optimisation and user journey design, resulting in measurable outcomes
- Technical proficiency: Experienced in using CRM platforms, website content management systems, analytics platforms, social media channels and other marketing technologies to support organisational objectives
- Analytical mindset: Ability to use data-driven insights to shape messaging and improve the effectiveness of marketing spend
- Strategic distillation: Exceptional ability to translate complex information into messages that drive stakeholder action
- Leadership capability: Proven experience of leading projects or teams, with a demonstrable ability to mentor, develop, and foster a high-performance culture

## Desirable

- Experience in the education, charity, membership, or public sector
- Formal line management experience (e.g., 1-3 direct reports), including setting objectives and conducting reviews.