

Job Vacancy: Newcastle Rugby Foundation Marketing & Communications Executive

Salary: Competitive

Hours Required: Permanent Contract 37.5 hours per week (includes occasional evenings and weekends)

Reporting to: CEO Newcastle Rugby Foundation

Based at: Kingston Park Stadium, Newcastle upon Tyne

Purpose of the role:

We're looking for a creative and motivating individual, with the marketing focus to tell our story to the wider community.

This is your chance to shape and lead our marketing and communication plan, ensuring it is aligned with our charity objectives. You'll take the helm in managing all internal and external communication channels create relevant and engaging content, along with coordinating and enhancing our key partnerships.

Key responsibilities:

- Develop the comprehensive marketing and communications strategy that aligns with the Foundation's goals and objectives.
- Manage all internal and external communication channels, including the website, social media platforms, newsletters, press releases, and other digital and print materials.
- Manage and develop the Foundation's CRM and data strategy.
- Create compelling content, including articles, stories, videos, and graphics, to effectively communicate the Foundation's programmes, fundraising, and impact to various stakeholders.
- Cultivate and maintain relationships with media, and influencers to secure press coverage and increase awareness of the Foundation's initiatives.
- Develop relationship with Foundation's partners and co-ordinate partnership delivery targets and activations.
- Collaborate closely with internal teams, including programme and fundraising staff to ensure consistent messaging and branding across all communication channels.
- Monitor and analyse communication metrics to evaluate the effectiveness of strategies and make data-driven decisions for optimisation.
- Serve as a spokesperson for the Foundation, representing its values and mission to external audiences as needed.
- Stay informed about industry trends, best practices, and emerging technologies in communications and marketing to continuously improve the foundation's communication efforts.

- Utilise and support match day community activity to benefit the Foundation's overall strategy.
- From time to time, you may be required to undertake reasonable additional or other duties to support the team.

Role requirements:

- **Content Creation:** A strong ability to create compelling and purpose-driven content, with a consistent tone of voice is essential. This includes writing skills for press releases, blog posts, social media updates, newsletters, and other internal and external digital materials.
- **Social Media Management:** Proficiency in managing and growing social media accounts is crucial. This includes familiarity with platforms such as Facebook, X, Instagram, TikTok and LinkedIn. Knowledge of social media advertising and analytics can be a plus.
- **Digital Marketing:** Understanding digital marketing strategies, including email marketing, SEO, SEM, and online advertising to help reach a wider audience and drive engagement. Proficiency in digital communication tools and platforms, including website content management systems, social media management tools, and analytics tools.
- **Graphic Design:** Basic graphic design skills to create visually appealing content for social media, newsletters, and website updates. Knowledge of design software like Adobe Creative Suite or Canva is valuable.
- **Video Production:** The ability to create and edit videos can be a significant asset for storytelling and engagement. Knowledge of video editing software and equipment may be required.
- **Web Management:** Familiarity with content management systems (CMS) like WordPress and the ability to update and maintain the charity's website.
- **Analytics and Data Interpretation:** Proficiency in using analytics tools (e.g., Google Analytics) to track and measure the performance of digital campaigns and make data-driven decisions.

Your skills:

- **Relationship building** – you'll need to be comfortable building and nurturing relationships both on and offline. We have a variety of stakeholders, from supporters to beneficiaries, volunteers and donors who each have their own needs, stories and styles, so communication and collaboration is key.
- **Enthusiasm and adaptability** - no two days are the same, so you need to be adaptable and committed, never forgetting why we are here.
- Experience of using **CRM systems** and driving a data strategy.
- **Strong project management** skills with the ability to prioritise tasks, manage deadlines, and work effectively under pressure. 6. Demonstrated ability to build and maintain relationships with media contacts, stakeholders, and partners.

- **Flexibility** to work occasional evenings and weekends for events and projects as needed.
- **Current UK Driving License & access to a car**
- **Proven experience** in a similar role in a busy environment
- An understanding of and commitment to **equality and diversity and safeguarding**
- Share the **Foundation's Rugby+ values**
 - POSITIVE ENERGY
 - LET'S MAKE CONNECTIONS
 - UP FOR A CHALLENGE
 - SUPPORTIVE AND CARING

Desirable:

- Educated to degree level in a relevant field
- Experience of working within charities and/or sport

Safeguarding:

- This post is subject to an Enhanced DBS check.
- Newcastle Falcons and Newcastle Rugby Foundation take safeguarding very seriously and is committed to ensuring that all children and adults at risk are safeguarded at all times when engaging in club activities or services. The club has numerous safeguarding policies and best practice guidelines to support this and expects all employees to adopt such policies and practices at all times.
- The organisations adhere to strict guidelines, policies and procedures when recruiting staff who work with children and/or adults at risk and is committed to ensuring staff receive appropriate safeguarding training suitable to their role/s. Successful applicants are expected to share the club's approach to safeguarding at all times.

Equal Opportunities:

- The post holder's duties must be carried out in compliance with the Club's Equal Opportunities Policy, with the Health and Safety at Work Act 1974 and subsequent Health and Safety Legislation.
- Newcastle Falcons, Thunder, and Foundation are an equal opportunities employer, all applicants for employment will be given equal opportunities irrespective of sex, age, race, religion or belief, marriage or civil partnership, disability, sexual orientation, gender reassignment, pregnancy, or maternity, ethnic or national origin.
- These duties and responsibilities should be regarded as neither exclusive nor exhaustive and the post holder may be required to undertake other reasonably determined duties and responsibilities within Newcastle Falcons, commensurate with the post without changing the character of the post. This post requires an enhanced Disclosure & Barring Service (DBS). This

post is exempt from the Rehabilitation of Offenders Act (1974). Information on all convictions including spent convictions must be declared, in line with the new Government Filtering System. If you wish to see our Candidate Privacy Notice [click here](#).

- Employment is subject to satisfactory professional references, the provision of proof of eligibility to work in the UK as well as a successfully cleared enhanced Disclosure & Barring Service (DBS) check and clearance of RFU safer recruitment procedure.

For more information or to apply, please send a CV and covering letter outlining why you would be suitable for this role to melanie.magee@newcastle-falcons.co.uk

We will accept no more applications after 5pm on Friday 6th December 2024. To be sent to melanie.magee@newcastle-falcons.co.uk

Interviews will be on 11th / 12th December 2024 at Kingston Park Stadium