



Marketing and Brand Manager

**Recruitment Pack
August 2025**



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. Our reputation as the Voice of North East Schools is firmly established – trusted by our members, respected by policymakers, and recognised nationally.

We are now entering the next phase of our journey. The educational, political, and economic landscape is shifting rapidly, and we are determined to ensure that the region's schools not only adapt but thrive. To do this, we are seeking exceptional, high-performing senior leaders to join our team, in policy and marketing; individuals who can match our ambition, bring fresh ideas, and deliver measurable results.

Joining Schools North East is not just about taking on a role, it's about taking a personal part in moving a respected, high-impact organisation to the next level of success. You will be joining a small but highly committed team with a big voice, a strong track record, and the ambition to do even more for the schools and communities we serve.

If you have the vision, drive, and leadership to help shape the next chapter of Schools North East, 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 Pauline Aitchison, Deputy Director: p.aitchison@schoolsnortheast.com to arrange a suitable time.

Marketing and Brand Manager



Salary:	Senior Manager Band 5 – £40,775–£52,196, 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:	5pm Wednesday 27 August 2025
Interview Date:	Tuesday 16 September 2025

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, FAO Pauline Aitchison.

Make a Difference with Schools North East

Schools North East is a dynamic, purpose-driven charity that champions the schools sector across the North East. Representing a collaborative community of over 1,150 member schools, we are recognised nationally as the Voice advocating for North East schools, the Glue fostering collaboration, and the Bridge connecting them with the wider world. Now approaching our 20th year, we are entering an exciting new phase of development, strengthening our influence, expanding our reach, and enhancing the value we deliver to our members.

As Marketing and Brand Manager, you will be a senior leader responsible for setting and delivering our strategic marketing and communications agenda. You will ensure alignment across all marketing activities, communications, policy, events, and external relations, integrating workstreams to achieve organisational goals and reinforce SNE's position as the authoritative voice of North East schools. This is a pivotal, high-profile role requiring a dynamic, commercially aware, and highly experienced strategic thinker with a strong background in PR and marketing.

We are looking for a values-led leader who can anticipate long-term trends and align strategies with the organisation's vision, taking account of the political, economic, and educational landscape. You will make bold yet considered decisions, taking calculated risks where appropriate, and responding promptly and effectively to critical events. You will lead by example, actively promoting SNE's values and vision both internally and externally, and influencing our strategy, direction, and culture to increase organisational effectiveness.

You will bring a collaborative, resilient, and adaptable approach, fostering a culture of learning and development that helps the team grow and succeed, while sharing your own expertise to support others. With exceptional communication skills, you will engage stakeholders with purpose and conviction and ensure that service delivery is efficient, impactful, and aligned with stakeholder needs. This is an opportunity to join a respected and ambitious organisation at a key point in its journey—and to play a personal role in shaping its next chapter of success.

Key Responsibilities



Organisational Leadership

- Contribute to the strategic leadership of Schools North East as a senior manager, ensuring marketing work supports the organisation's long-term mission and values.

Strategic Marketing Leadership

- Develop and deliver a forward-thinking marketing strategy that elevates Schools North East's brand regionally and nationally, aligning with organisational goals and values.
- Act as the senior lead on all marketing and brand initiatives, embedding marketing thinking across the organisation.

Brand Development & Management

- Strengthen Schools North East as the authoritative voice of education in the region and a credible influencer on the national stage.
- Manage and refresh as necessary the brand identity to ensure consistency across all channels, content, campaigns, and events.

Content & Campaign Strategy

- Create and oversee a compelling multi-channel content strategy that delivers high-value engagement across all audiences – from school leaders and policymakers to media and potential funders.
- Lead integrated marketing campaigns that amplify the impact of events, policy work, and membership services.

Audience Engagement & Insight

- Develop segmented engagement strategies to better serve diverse stakeholder groups, ensuring messages land with clarity and purpose.
- Use audience insight, member feedback, and data analytics to shape messaging, improve outcomes, and report on ROI.

Media & Public Relations

- Act as brand guardian and media lead by proactively shaping public narratives, overseeing media inquiries, and managing external comms.
- Build/manage strategic relationships with regional and national media to drive influence and awareness.

Digital & Social Media Strategy

- Transform Schools North East's digital presence, particularly on LinkedIn and other platforms, to increase visibility, engagement, and thought leadership.
- Introduce a more dynamic and audience-friendly approach to communications and e-newsletters, reducing information overload and improving open and engagement rates.



Revenue Generation & Innovation

- Identify new, and retain existing, income-generating opportunities through memberships, partnerships, sponsorships, or creative campaigns that align with SNE's mission.
- Support diversification of income streams while maintaining the organisation's charitable ethos.

Systems & Tools

- Oversee the development and optimisation of CRM, website, and digital tools to streamline marketing operations and track impact.
- Ensure data compliance and user experience best practices are upheld.

Team Leadership & Collaboration

- Lead and mentor direct reports setting clear KPIs and fostering a creative, ambitious, and collaborative team culture across the organisation.
- Work closely with Directors, Business, Events and Policy teams to ensure marketing activity supports and enhances core functions.

Person Specification

(A – Application, I – Interview, T – Task)

Essential:

- Proven experience (5-10 years minimum) in senior marketing, communications, or brand roles, ideally in complex or mission-led organisations (A, I).
- Strategic thinker with a demonstrable track record of delivering marketing plans that grow brand awareness, reputation, and engagement (A, I, T).
- Experience working across digital, PR, content, and campaign planning, with measurable impact (A, I).
- Strong leadership experience, able to inspire a team and embed marketing thinking organisation wide (A, I).
- Expertise in media handling, brand positioning, and stakeholder communications (A, I).
- Demonstrable understanding of the role marketing plays in policy influence, membership retention, and charitable growth (A, I).
- Excellent copywriting and messaging skills, with the ability to distil complex information into clear, compelling content (A, I, T).
- Confident using analytics, CRM platforms, email marketing tools, and social media to drive engagement (A, I).
- Highly collaborative, with a can-do attitude and the ability to engage internal and external stakeholders (A, I).
- Ability to innovate within resource constraints and remain calm under pressure (A, I).

Desirable:

- Experience in the education, charity, or membership sector (A, I).
- Knowledge of the education landscape in the North East or wider national policy context (A, I).