



**Marketing & Brand
Manager**

Recruitment Pack

April 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 and trusts. 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 an exceptional, high-performing senior leader to join our team in marketing; an individual 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 & 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:	10 April 2026
Interview Date:	22/23 April 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, FAO Pauline Aitchison.

Make a Difference with Schools North East

Schools North East is a purpose-driven charity championing schools and trusts across the region. Representing a collaborative network of over 1,150 schools, we are recognised nationally as the Voice for North East education, the Glue that brings schools together, and the Bridge connecting them to wider policy and practice. As we approach our 20th year, we are entering a new phase, strengthening our influence, extending our reach, and deepening the value we provide to members. This reach is further amplified through the National Network of Special Schools for School Business Professionals (NNoSS), a national community we lead.

As Marketing & Brand Manager, you will lead and deliver a clear, strategic marketing and communications approach across all core workstreams: Schools North East, NNoSS, Jobs in Schools | North East (our regional recruitment portal), and our high-profile events programme. You will also play a central role in amplifying our policy and influencing work, ensuring the voice and evidence of North East schools is heard nationally. This is a broad, high-impact role spanning brand, digital, content, campaigns, and stakeholder engagement, requiring both strategic oversight and hands-on delivery.

You will ensure alignment across marketing, communications, policy, and events, and integrate activities to strengthen our position as the authoritative voice of North East schools. This role demands a commercially aware, politically astute leader who can see the bigger picture while delivering at pace. You will anticipate trends, respond decisively to opportunities and challenges, and make informed, confident decisions.

We are looking for someone who leads with clarity and purpose, builds strong relationships, and communicates with impact. You will foster a collaborative, high-performing culture, supporting the development of others while maintaining high standards of delivery. This is an opportunity to play a defining role in a respected organisation at a critical stage in its development and to shape how we engage, influence, and grow in the years ahead.

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 and 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

- Drive revenue across the SNE portfolio, including memberships, NNoSS, Jobs in Schools | North East, partnerships, sponsorships, and events, maximising income, retention, and growth.
- Develop new income streams, products, and commercial opportunities through targeted campaigns and offers aligned to SNE's mission.
- Embed a data-driven, commercial approach to marketing, improving conversion, delegate acquisition, and ROI while maintaining our 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 distill 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).