

Marketing Engagement Officer Candidate Pack



Because growing
up can be hard





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Welcome to Children North East

Children North East is a large North East based children's charity that works across the region, with some work extending across England, Wales and Scotland. We exist because growing up can be hard. We want all babies, children and young people to be happy and healthy, and to grow up feeling safe and loved, resilient to the challenges they may face, and valued and confident.

We have a strong children's rights ethos and believe that real, lasting social change is achieved when those who are experiencing or have experienced issues lead that change. We work both directly with babies, children and young people, and in their families, schools and communities, delivering services, support and interventions that provide a platform to work through issues, take action and provide tools for individuals and communities to reach their full potential.

Marketing Engagement Officer

Purpose of the Role

The Marketing Engagement Officer supports the delivery of Children North East's communications strategy by coordinating social media and digital content, raising the charity's public profile with target audiences and working closely with Operation teams to capture stories and voices from young people and families.

The role works closely with teams across the organisation to ensure services, projects and organisational priorities are communicated clearly and effectively. The successful candidate will report in to the Communications Manager and work within the Communications team to maintain brand standards and grow audience reach.

Salary

£26,007 to £27,916 per annum full time (37 hours per week). This will be pro-rated if 30 hours per week is agreed.

Hours

Full-time (37 hours) or part-time (30 hours) options available..

Length of Contract

Permanent.

Closing Date

Friday 10th July 2026 at 12 noon.



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Our Organisation

Who We Are Today



Our services, support and interventions are delivered to babies, children and young people and their families, from prenatal up to age 25. We have a region-wide presence, with focused activity in Northumberland, and North Tyneside, with an ambition to grow our work and have a stronger presence across the North East in the coming years.

Delivery includes therapeutic services, mental health support, youth work, domestic abuse support, family support, community-based initiatives, participation and consultation activities and our UK wide Poverty Proofing© initiative.

We want to lead systemic change and do this by campaigning on issues affecting babies, children and young people; challenging those in positions of influence at all levels who make decisions affecting the lives of babies, children and young people; and working to influence social policy and system change to address obstacles preventing babies, children and young people growing up happy and healthy.

Where We Are Going

Recent national and global events have seen the need for our services increase within the region and beyond. Our five-year strategy seeks to grow our capacity to meet the needs of babies, children, young people and their families when we can make the biggest impact on their lives.



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The strategy, which launched in 2021, focuses on three primary objectives: Sustainability and growth, reach and impact. Key objectives include growing the impact of our work by diversifying our portfolio of activities, bringing in new income streams, growing our audiences and campaigning on behalf of our communities. We also recognise that our power is in our people, so we are investing in strengthening our workforce through different initiatives, from investing in learning and development to developing employee ambassadorship.

You can view [the full 2021 to 2026 strategy on our website](#).

Where We Began



Our charity has been helping children and young people grow up healthy and happy since 1891. Originally named the Poor Children's Holiday Association (PCHA), our purpose was to offer support to the children living in poverty by giving them a 'hand up, not a hand out', an ethos we pursue to this day.

We were founded by John H. Watson and John T. Lunn, who wanted to take action to improve the health of children living in the slums of Newcastle. What started as a single day trip to Tynemouth for 120 inner-city children, caught the public's imagination and very soon weekly trips were being organised, paid for through public donations.

A rich history followed, as the charity grew and innovated to meet the changing needs of children over time, including clubs and community activities, children's homes and TB Sanatoriums. To learn more about our history and what connects the start of our 130-year journey with the charity we are today, watch our short anniversary film [You Are Not Alone](#).



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Line Management Responsibilities

- This role reports into the Communications Manager.
- This role has no direct reports.

Main Responsibilities

- Coordinate marketing and communications campaigns aligned to organisational priorities.
- Maintain brand standards and ensure consistent use of Children North East messaging.
- Managing day-to-day social media activity, including producing content for Facebook, Instagram, LinkedIn and TikTok.
- Creating regular short-form video content, especially for TikTok.
- Adapting campaign content so it works well on different platforms.
- Producing regular newsletters for different audiences.
- Responding to audiences and building engagement.
- Spotting opportunities to grow reach (especially with younger audiences).
- Tracking what's working and feeding back into the team regularly.
- Draft press releases and support media engagement.
- Support conference communications and sector profile activity.
- Produce marketing reports and insights to inform communications strategy.

Essential Experience, Knowledge and Skills

- Experience delivering marketing or communications campaigns and working with brand guidelines.
- Excellent written communication skills.



- Design skills across print and digital mediums and social media video content.

Desirable Experience, Knowledge and Skills

- Previous experience working with young people.
- Strong organisational and project management skills and ability to manage multiple projects simultaneously.
- Experience working with social media trends and growing engagement.

Personal Qualities

- Able to build relationships across teams and work independently to execute briefs
- Friendly, approachable and flexible

Health & Safety Roles & Responsibilities

- Employees/sessional workers have a statutory duty to take reasonable care of themselves and others who may be affected by their acts or omissions at work.
- Employees/sessional workers must also comply with Children North East's health and safety arrangements.

Additional Duties

- It is the nature of the work of Children North East that tasks and responsibilities are in many circumstances unpredictable and varied. All staff and sessional workers are therefore expected to undertake work which may not be specifically covered in the job description. These additional duties will be compatible with the regular tasks and duties.



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Reward, Benefits, Terms and Conditions

Salary

£26,007 to £27,916 (Scale Points 25-28) per annum for a full-time role of 37 hours per week. For part time hours of 30 hours per week this salary will be pro-rated. Please note that appointments are usually made with a salary offer starting at the lower end of the scale.

Hours

This role has full-time (37 hours) or part-time (30 hours) options available. Due to the varied nature of the duties, a flexible approach will be required and may include evenings. Time off in lieu may be taken following agreement of the line manager. We are very proud to be a flexible employer. Please feel free to discuss any flexible working requests at interview.

Place of Work

This post is based at Children North East, 89 Denhill Park, Newcastle upon Tyne, NE15 6QE.

Length of Contract

This role is permanent.

Holiday Entitlement

Full time employees are entitled to 30 days a year plus statutory and general national holidays. This is pro-rated for part time staff.

Probationary Period

There is a 6 months probationary period for this position.

Car Allowance

A casual car user allowance applies to this post.



Period of Notice

Two months' notice from either the employee or the organisation is required (one month during the probationary period).

Parental Benefit

There is an occupational maternity pay scheme for staff who have 12 months continuous service and we offer 2 weeks partner/paternity leave at full pay. We also offer an occupational adoption pay scheme for staff who have 12 months continuous service.

Sick Pay

There is an occupational sick pay scheme at Children North East.

Pension Scheme

There is a staff pension scheme in which the organisation also contributes 7.25% of staff members' salary.

Health Care

All staff members who are contracted over a ten month period are entitled to join the organisations private health care scheme.

Saving Scheme

A saving scheme is available so that staff can choose to save part of their salary. This is then paid back to staff on request.

Bus Passes

The cost of an annual bus pass used for a member of staff's work can be paid in 12 monthly amounts, deducted from their salary.



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How to Apply

Please visit the “Our Vacancies” section of our website at www.children-ne.org.uk/work-with-us/vacancies to apply. Please note CVs will not be accepted.

We welcome a diverse range of applications and are passionate about promoting equality, and valuing diversity. We welcome applications from all suitable qualified persons particularly black, Asian and minority ethnic applicants, as these groups are currently under-represented in our workforce.

Closing date

Friday 10th July 2026 at 12 noon.

Interview date

Tuesday 28th July 2026.

Contact

Please contact our HR team if you have any questions regarding the role on 0191 256 2444 or hr.team@children-ne.org.uk

