

Operations Marketing Coordinator 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.

Operations Marketing Coordinator

Purpose of the Role

This role supports the Communications Manager in developing voice led communications, branding, and engagement materials and building key contacts across stakeholders, press and partners. Working closely with internal teams and external partners, you will help shape creative, accessible communications that reflect the voices and experiences of children, young people and families today.

Salary

£29,024 to £31,856 per annum (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 17th 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.



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](#).



Operations Marketing Coordinator

Purpose of the Role

This role supports the Communications Manager in developing voice led communications, branding, and engagement materials and building key contacts across stakeholders, press and partners. Working closely with internal teams and external partners, you will help shape creative, accessible communications that reflect the voices and experiences of children, young people and families today.

The appointed candidate will work closely with the Operations teams at Children North East to develop strong communications for ongoing projects, and be the dedicated Marketing Coordinator for Minimising the Cost of the School Day, our partnership work with Resolve Poverty and the Welsh Government.

Line Management Responsibilities

- You will report directly into the Communications Manager, there are no line management responsibilities for this role.

Main Responsibilities

- Co create communications assets and branding with children, young people and families, ensuring their voices guide the project's identity.
- Ensure all communications align with Children North East brand guidelines.
- Produce content across a range of channels, including press, social media, toolkits, and both formal and informal marketing materials.
- Gather and interpret data to produce informed impact-led marketing content
- Develop and deliver communications plans with support from the Communications Manager.
- Work with operational teams across Children North East - including Sexual Health, Poverty Proofing, and Mental Health - to create youth informed assets and communications plans.

Minimising the Cost of the School Day

Children North East, Resolve Poverty and the Welsh Government are partnering to deliver a three-year programme designed to reduce the cost of the school day and mitigate the impacts of poverty on learners across Wales. Running from April 2026 to April 2029, the initiative will support schools, local authorities, learners and families to remove financial barriers to education and ensure every child can thrive, regardless of economic circumstance.

The programme forms a central part of the Welsh Government's commitment to equity in education and its wider mission to tackle child poverty.



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As part of this role, the successful candidate will be the communications lead for this project and the main responsibilities are;

- Collaborate with the Children North East's Poverty Proofing Team and Communications Manager, the Resolve Poverty Policy Officer, and Welsh Government colleagues.
- Develop and deliver a communications plan in partnership with the Communications Manager and Poverty Proofing the School Day Team Manager.
- Identify and build key relationships with stakeholders, press and partners.
- Support the distribution of resources across digital hubs
- Create digital and print assets in line with Children North East brand standards.

Essential Experience, Knowledge and Skills

- Able to work in a team, communicate effectively and manage deadlines.
- Design skills across print and digital mediums
- Confident copywriting skills for varied audiences.
- Available to travel to Wales 2–3 times per year for key meetings.

Desirable Experience, Knowledge and Skills

- Previous experience working with young people
- Welsh-speaking
- Awareness of social policy, or a strong interest in developing this knowledge.

Personal Qualities

- Awareness of social policy, or a strong interest in developing this knowledge.

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.



Reward, Benefits, Terms and Conditions

Salary

£29,024 to £31,856 per annum (Scale Points 29-32) (pro-rated for 30 hours). Please note that appointments are usually made with a salary offer starting at the lower end of the scale.

Hours

A normal working week is 37 hours or 30 hours. 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, with hybrid work from home options available.

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.



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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 17th July 2026 at 12 noon.

Interview date

Interviews will be held week starting 27th 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

