

JOB DESCRIPTION

Job Holder:	Signature:	Date:
Manager: Head of Charitable Services	Signature:	Date:

JOB TITLE: Marketing & Communications Manager

JOB LOCATION: The Round House, Ashington

REPORTING TO: Head of Charitable Services

SALARY: £35,000 - £38,000

HOURS: Full-time (37.5 hours per week)

ABOUT THE JOB:

Are you a strategic thinker with the ability to turn insight into impact?

Do you have a successful track record of delivering on marketing and communications strategies and campaigns?

Would you welcome the opportunity to make a lasting impact by leading the voice of a local charity that supports older people?

If the answer to these questions is **YES**, we would love to hear from you.

At Age UK Northumberland, our purpose and drive are to inspire, empower and enable older people to live well, delivering a wide range of services which can be freely accessed, from befriending, welfare benefits advice, scams awareness, bereavement counselling, non-statutory advocacy and health and wellbeing to care at home to support independent living.

We positively impact over 5,000 individuals each year, reducing isolation, building independence, enabling financial security, improving fitness and mobility, and supporting our clients to have their voice heard.

Marketing and Communications Manager

The recruitment for this role comes at an exciting and pivotal time for Age UK Northumberland. We are continuing to grow and evolve, experiencing an ever-increasing demand for our services. At the same time, we remain committed to our vital work in advocating for improvements in health and social care. Our focus is on building greater resilience, diversifying our income streams, scaling and enhancing our services, and strengthening partnerships across the public and voluntary sectors—as well as with our corporate partners.

Marketing and Communications Manager

As our Marketing and Communications Manager, you will shape how we tell our story, reach new audiences, and build our profile across Northumberland.

Reporting directly to our Head of Charitable Services, you will take on a strategic role with hands-on influence.

The ideal candidate will be a creative and driven communicator ready to elevate our brand and make a real difference. You will have responsibility for leading a small, dedicated team, with a key focus on:

- Designing and delivering an integrated marketing and communications strategy.
- Overseeing campaigns, project work, digital channels, media engagement and internal communications.
- Building and protecting our brand and reputation across all channels.
- Delivering compelling content and campaigns that increase awareness and support fundraising and service delivery.
- Managing press, media, and public relations to enhance our visibility.
- Contributing to the charity's strategic direction and help shape how we engage with stakeholders and the wider public.

We're looking for a team player with experience in marketing and communications and a passion for making a difference. A skilled storyteller with excellent written and verbal communication, who can inspire and champion our teams.

If you'd like to hear a bit more about the role, please feel free to contact our HR team for a confidential and informal chat on 01670 784 800 or via email at hadmin@ageuk-northumberland.org.uk

– **Closing Date:** Monday 23rd July

Marketing and Communications Manager

- **Application:** Please email your CV and a covering letter to joinus@ageuk-northumberland.org.uk
- **Interview date :** tbc
- **Essential requirements of the role:** Clean driving licence and access to a car

OUR VALUES:

At Age UK Northumberland we have a set of values that underpin the purpose, objectives and day-to-day activities of those connected with the organisation. Employees and volunteers, including trustees, are expected to understand and 'live' the values of the organisation whilst undertaking their responsibilities and activities. Examples of 'values in action' can be found in application packs and in the performance management policy and documents.

respect and empathy

empower

trust and integrity

empathy

equality

inclusion

community

Our Values are relevant and can be applied to
both the internal and external environment.

AUKN Behaviours

We pride ourselves on:

showing consideration for all

being motivated to make a difference and promoting independence

always seeking to do the right thing

embracing difference

building connections

deliver service excellence