



In partnership with  NESIP

Job Title: Digital Marketing Coordinator

What we do: We develop and champion North East England as one of the UK's leading film and TV production hubs where exceptional screen industry companies can thrive and talent can live, create, and work.

What you'll do: As our Digital Marketing Coordinator, you'll be the driving force behind our online presence. You'll be at the heart of our team, working to coordinate, deliver and bring to life our digital marketing strategy – everything from social media to website updates and email campaigns. If you love getting hands-on with content creation, delivering social media strategy, and tracking results, this role is for you.

Who you'll report to: Marketing and Communications Manager

Key tasks could include:

- Creating social posts, writing blogs and designing eye-catching visuals (think Canva, Adobe Creative Cloud), ensuring everything we put out has impact.
- Keep our website fresh and relevant. Regularly updating it with content that reflects our mission, events, and latest news.
- Plan and schedule digital campaigns that spark engagement and spread the word about our activities and programmes.

- Be responsible for our social media platforms (Instagram, Facebook, LinkedIn etc.), ensuring we're consistently connecting and reaching the right audiences.
- Help plan, promote, and run digital marketing campaigns for all our events. From creating event pages on Eventbrite to promoting them on social channels.
- Stay on top of event updates, ensuring all digital channels are packed with accurate information and engaging content to drive attendance.
- Keep a finger on the pulse with Google Analytics, tracking the success of digital campaigns and social media activity.
- Break down the numbers to understand what's working (and what's not), so we can make smarter decisions and tweak campaigns for maximum impact.
- Database maintenance and campaign evaluation and reporting. Help manage our CRM database, ensuring we're reaching the right people with tailored content.
- Gather data on marketing activities, social media performance, and website traffic to help us gain insights, improve our content delivery and optimise our future strategies.

Experience and skills you'll bring to the role

- Solid experience in digital marketing, social media management and email campaigns.
- Demonstrable confidence using marketing tools (like Google Analytics, WordPress and other web CMS platforms, Eventbrite, Mailerlite), and CRM systems.
- Strong grasp of SEO, web analytics, digital marketing.
- Confident copywriting skills.
- Ability to create audience specific content that grabs attention.

- Proficient in designing graphics and creating short videos that will make our digital presence pop. Bonus points for video editing skills!
- Experience planning and promoting events - both digital and in-person.
- Ability to track and analyse digital campaigns and use insights to refine and improve strategies.
- Experienced using Google Analytics and media insights to inform future use.
- Exceptional organisational skills especially with regards to diary management using Office 365/Outlook.
- Proven ability to proactively solve problems and manage complex tasks.
- Efficient and able to work to a deadline in a fast-paced environment.

Competencies

- You're comfortable with the full Microsoft Office Suite (Excel, PowerPoint, Teams) and beyond, with a love for design tools like Canva and Adobe Creative Cloud.
- You spot the smallest typo and make sure everything is 100% on point.
- You're collaborative and enjoy bouncing ideas off others, but can also take the lead when needed.
- You're motivated, independent and ready to hit the ground running.
- You understand that things can change and are always ready to pivot when needed.

Qualifications

- Qualification demonstrating an understanding of digital marketing is desirable but not essential.

Additional responsibilities

- Corporate responsibilities including working with line manager to organise work schedule, and creating and maintaining professional relationships with staff.
- Demonstrate a personal commitment to North East Screen's diversity, equality, and inclusion responsibilities, which include a positive and proactive approach to equality of opportunity in all aspects of the organisation's operations, particularly in relation to people from under-represented groups.

Health and Safety

- Ensure compliance with North East Screen's health and safety policies, procedures and good practices.
- Promote, develop and implement organisational activities which support and enhance environmental sustainability.

Must also be able to work in a flexible way which includes, travel and working at North East Screen's head office in Sunderland and across the wider North East (includes Northumberland, Tyne and Wear, County Durham, and Tees Valley), with some out of hours working expected.

Due to the changing nature of our business this job description may change. You will, from time to time, be required to undertake other activities of a similar nature that fall within your capabilities as directed by management.