

North East Screen - Head of Marketing and Communications

Job Description

Job title:	Head of Marketing and Communications
Reporting to:	Director of Development
Salary:	£47,500 - £52,500 per annum
Hours:	37.5 hours per week (office based)
Annual leave:	31 days per annum (plus statutory Bank Holidays)
Location	North East England – (Sunderland and/or Hartlepool office)

About North East Screen

North East Screen is the North East of England's screen industry development agency supporting the growth of film, television and digital content production across the region. We attract inward investment, promote and develop crew, talent, suppliers and advocate for the North East as a world-class destination for screen production.

We are proud to champion the North East of England as a welcoming home where people can live, work, and create world-class TV and film. As the fastest-growing screen sector in the UK, we're excited to work with our brilliant partners to build a fairer, greener, and more inclusive industry for all.

We back homegrown talent, crews, and businesses – and invest in diverse stories that reflect the people, places, and creativity of our region.

Purpose of the Role

This is an exciting opportunity to join a dynamic, creative and ambitious organisation at the heart of the region's cultural and economic landscape, leading the communications and marketing function that tells our story to the world.

The Head of Marketing and Communications will lead the development and delivery of North East Screen's external and internal communications strategy, positioning the organisation as a leading voice in the UK screen industry.

You will be a strategic thinker and a skilled practitioner - someone who can see the bigger picture while managing the day-to-day demands of a busy, outward-facing organisation.

Leading a small, talented team you will work closely with senior leaders, partners, stakeholders, and industry contacts to amplify the impact and reach of North East Screen's work.

Key Responsibilities

Strategy and Leadership

- Develop, own, and deliver an integrated marketing and communications strategy aligned to North East Screen's vision and business objectives.
- Provide clear strategic direction to the marketing and communications team, setting priorities and maintaining quality across all outputs.
- Act as a trusted adviser to the Chief Executive and senior leadership team on all matters relating to communications, brand, and reputation.
- Monitor the external landscape to identify opportunities and risks, advising on proactive and reactive communications approaches.
- As a senior manager you will contribute to organisational strategy and planning.
- Lead on thought leadership activity, positioning North East Screen and its senior leaders as authoritative voices in the UK screen sector through opinion pieces, speaking opportunities, award entries, and sector-facing communications.
- Support income generation, inward investment, and funder communications by ensuring North East Screen's impact, reach, and value are clearly and compellingly communicated to commercial partners, funders, and potential investors.

Team Management

- Line manage, motivate, and develop a small marketing and communications team, fostering a culture of creativity, accountability, and continuous improvement.
- Set clear objectives and provide regular feedback, coaching team members to grow their skills and confidence.
- Manage workloads and resources effectively across the team, ensuring capacity is aligned to organisational priorities.

Stakeholder and Partnership Communications

- Build and maintain strong relationships with key stakeholders including industry partners, funders, media, talent networks, and government bodies, including our local and combined authorities.
- Support North East Screen's engagement with funders, government, and regulatory bodies, and ensuring the organisation's voice is represented effectively in sector growth and development planning.
- Manage and further develop our talent ambassador strategy, working with screen talent, alumni, and industry figures to advocate for North East Screen and the region across public-facing, fundraising, and industry contexts.
- Represent North East Screen at industry events, panels, and networking opportunities, acting as an ambassador for the organisation and the region.
- Develop and manage relationships with media contacts, including drafting press releases, responding to media enquiries, and securing coverage that raises the profile of North East Screen and the screen sector in the region.
- Work collaboratively with partners across the screen industry, the wider creative and cultural sector, and public sector to amplify shared messages and campaigns.

- Lead crisis communications activity when required, including briefing the Chief Executive and senior leaders, preparing spokespeople for media appearances, and managing sensitive or reputational issues with confidence and integrity.
- Ensure all communications activity, events, and engagement programmes are inclusive and accessible, reflecting North East Screen's commitment to equality, diversity, and under-represented communities within the screen industry.

Content, Campaigns, and Brand

- Manage the development of compelling content across all channels (digital, social, print, and broadcast) to engage target audiences.
- Lead on brand guardianship, ensuring North East Screen's identity is applied consistently and effectively across all activity.
- Plan and manage communications campaigns that support key organisational moments including funding announcements, production news, talent programmes, and events.
- Manage the organisation's website, social media presence, and digital communications, ensuring they are current, engaging, and effective, with strong search visibility and discoverability.
- Develop and maintain an archive of film and photography assets that reflect the work, ambitions, and diverse talent of North East Screen and the region's screen sector.
- Develop knowledge of, and familiarity with emerging technologies and the ethics and legality of their use, including AI tools for content production and campaign delivery, and support the team to adopt new approaches where they add genuine value to communications effectiveness.
- Ensure all communications activity complies with relevant legislative and regulatory requirements, including GDPR and digital accessibility standards.

Insight and Evaluation

- Develop and maintain a robust framework for planning and measuring the impact of marketing and communications activity, drawing on recognised models such as the Digital Media Arena (DMA) framework, and reporting regularly on performance against objectives.
- Use data and insight to inform decisions and continuously improve the effectiveness of communications approaches.
- Lead on audience development strategy, using data, audience segmentation, and insight to grow and deepen engagement with North East Screen's target audiences, including screen talent, industry professionals, funders, and the general public.
- Commission and manage external suppliers, agencies, and freelancers where required, ensuring value for money and quality of deliverables.

Person Specification

The criteria below will be used to shortlist at application stage and explored further at interview.

Qualifications

- A degree qualification or equivalent professional experience, with a record of continued professional development in communications, marketing, or a related field. (Essential)
- Relevant professional qualification and membership, such as CIPR or CIM. (Desirable)

Experience

- Significant experience in a senior marketing and/or communications role, ideally within the creative industries, cultural sector, or public sector. (Essential)
- Proven ability to develop and deliver integrated marketing and communications strategies that achieve measurable outcomes. (Essential)
- Experience of managing and developing a team, with a collaborative and empowering leadership style. (Essential)
- Demonstrable experience in managing high-profile or sensitive communications, including crisis and reputation management, with the ability to brief senior leaders and prepare spokespeople effectively. (Essential)
- Proven project and budget management skills, with the ability to manage multiple priorities under pressure. (Essential)
- Experience working within or alongside a publicly funded organisation in the creative, cultural, or public sector. (Desirable)
- Experience in delivering effective internal communications, including supporting leaders with messaging, change communications, or staff engagement. (Essential)
- Experience managing external agencies, photographers, videographers, or production suppliers. (Essential)

Skills and Knowledge

- Excellent written and verbal communication skills, with the ability to craft compelling messages for diverse audiences and channels, including thought leadership content, funder communications, and media materials. (Essential)
- Strong understanding of traditional and digital media landscapes and recognised evaluation methodologies, including familiarity with CIPR or CIM frameworks. (Essential)
- Proficiency in digital communications including content management systems, social media platforms, email marketing tools, and SEO principles. (Essential)
- Experience working with CRM systems and audience data to support audience development, segmentation, and insight-led communications. (Essential)
- Familiarity with legislative and regulatory requirements relevant to communications, including GDPR and digital accessibility standards. (Essential)

- Strong relationship-building skills, with a track record of working effectively with senior stakeholders, external partners, and funders. (Essential)
- Knowledge of and genuine passion for film and television, or the wider creative and cultural industries. (Desirable)
- Understanding of the screen industry landscape in the North East of England and the broader UK screen sector. (Desirable)
- Awareness of AI and emerging technologies as applied to content production, campaign delivery, and audience engagement, and a willingness to explore their ethical and practical use. (Desirable)
- Understanding of policy and public affairs communications, including experience engaging with government, regulatory bodies, or major funders such as the BFI or Arts Council. (Desirable)

Personal Qualities

- A strategic thinker who can see the bigger picture while remaining hands-on and delivery focused. (Essential)
- A proactive, creative thinker with excellent editorial judgement and an instinct for compelling storytelling. (Essential)
- Results-oriented, resilient under pressure, and able to make confident decisions while managing a busy and varied workload. (Essential)
- Committed to equality, diversity, and inclusion, with an understanding of the barriers facing under-represented communities in the screen industry. (Essential)
- Collaborative with the confidence to lead and advise at a senior level while fostering a supportive and creative team culture. (Essential)



Terms and Conditions

Salary: £47,500 - £52,500 per annum

Hours: 37.5 hours per week (office based)

Annual Leave: 31 days per annum, plus statutory bank holidays.

North East Screen is committed to equality, diversity, and inclusion and welcomes applications from all backgrounds.

We particularly encourage applications from individuals who are currently under-represented in the screen industry.

This is an office based role and requires region wide travel and out of hours event attendance.

We are open to discussing flexible working arrangements.