

Connected Voice

Our purpose

We exist to serve voluntary and community organisations in Newcastle and Gateshead and beyond. We work to support the enduring mission of those organisations to benefit society, by reducing inequality and enriching lives.

Our Vision

Newcastle and Gateshead have a thriving voluntary and community sector that is well supported, well-connected, and has the ability to achieve its goals.

Our New Strategy: Connecting People, Supporting Action

Our [strategy](#) sets out a bold vision for the next five years; one that empowers people, strengthens partnerships, and drives meaningful change across our communities

Join our team!

Connected Voice is committed to providing equal opportunities for all. We wish to increase the diversity of our staff and welcome applicants from all sections of the community, particularly from people with disabilities and those from ethnically diverse backgrounds.

Connected Voice is seeking a Marketing and Communications Lead who shares our values of equality and social justice to grow the brand of an established and respected local charity.

Connected Voice provides advice and support to our 860 plus membership charities, social enterprises, and community organisations across Newcastle and Gateshead. Our external communications play a crucial role, and the Marketing and Communications Lead is responsible for overseeing our social media channels and website, and producing regular electronic bulletins, a bi-annual magazine, and annual impact report.

With a good understanding of traditional and digital marketing, you will work collaboratively with colleagues to develop and lead on marketing Connected Voice's services: Advocacy, Business Services, Haref, Health Equity, Support and Development and Volunteering. This includes our growing commercial offer of paid-for services.

This is an excellent opportunity for you to develop your skills, knowledge and experience, and build your professional network.

The benefits of working at Connected Voice:

[Our values](#) are intrinsic to the way work. We're continually striving to be an [outstanding](#) and [inclusive](#) employer. This means when you join our team you can expect:

- 29 days per annum, bank holidays plus 3 days between Christmas and New Year (pro rata for part time)
- Scottish Widows pension scheme – up to 5% employer and employee contribution
- BUPA cash health plan – paid for by employer
- Enhanced sickness benefit scheme depending on length of service
- Flexible and hybrid working
- Office base is housed in a SmartScore building
- Life insurance – two times salary cover
- Flexitime system
- Credit Union savings scheme – save directly from salary
- Bike to Work scheme
- Corporate metro pass scheme
- Long service awards
- 2 volunteering days per annum pro rata for part time

Connected Voice awards:

We are dedicated to continuously enhancing our work environment for our staff and the quality of services we provide, as evidenced by the awards we have received:

- Investors in People
- Real Life Living Wage Employer
- North East Combined Authority Good Work Pledge
- Time to Change – Mental Health
- Better Health at Work – Gold Level
- Investors in the Environment – Green Level
- Local Infrastructure Quality Accreditation
- Volunteer Centre Quality Accreditation
- Advocacy Quality Performance Mark (QPM) 2025
- Disability Confident

Job Description:

Job title:	Marketing and Communications Lead
Salary:	The full time salary: £30,467 to £35,720
Hours:	37 hours per week. We have flexible working.
Contract type:	Permanent
Reports to:	Deputy Chief Executive
Office base:	Connected Voice, One Strawberry Lane, Newcastle upon Tyne, NE1 4BX We have hybrid working, where you can work between the office and your home.
Job purpose:	<ul style="list-style-type: none">• To lead on communicating quality and timely information to the voluntary, community and social enterprise sector.• To lead the marketing of Connected Voice services and products to voluntary, community and social enterprise, public and private sectors.• To provide expert advice and design of campaigns and messages that enables Connected Voice to achieve impact and meet its aims and objectives.• To work with Connected Voice staff and trustees to promote the value and impact of the voluntary, community and social enterprise sector.
Last reviewed:	March 2026

1. Skills, knowledge and experience required

- Ability to take a strategic approach to marketing and communications, working with Connected Voice managers and staff to ensure consistent and effective branding and promotion and marketing of our services

- Ability to plan and lead campaigns that promote Connected Voice and the work it does with VCSE organisations and communities primarily in Newcastle and Gateshead
- Experience of using Adobe suite (InDesign, Acrobat and Illustrator) software Mailchimp and Canva combined with good design and layout skills to produce our bulletins, magazine, and other Connected Voice reports and promotional materials
- Experience of working effectively in both print and digital media to provide clear and accessible information
- Experience of website content management systems, with good knowledge of search engine optimisation
- Experience of using customer relationship management systems to extract information and inform communications and marketing campaigns
- Ability to support/train Connected Voice staff to undertake communication and marketing tasks including developing and promoting social media posts, writing and uploading content on Mailchimp
- Ability to deliver training workshops to VCSE organisations on using social media and developing marketing campaigns (training can be provided)
- Ability to line manage staff (training can be provided)

2. Key result areas

- Deliver on our marketing and communication strategy, forward planning and proactively identifying new opportunities relating to marketing
- Promote the work of Connected Voice, build and maintain its reputation for excellence and expertise within the VCSE sector and to key stakeholders in the public and private sectors
- Deliver high quality communication campaigns and marketing materials, working with Connected Voice services and able to measure success against SMART objectives

- Be an advocate of Connected Voice's brand identities and able to craft effective messages and images that maintains our current presence and impact and build the Connected Voice reputation and profile in new markets
- Monitor, manage and grow the Connected Voice online and social media presence, by working with and advising our staff team on maintaining and increasing the Connected Voice digital presence
- Produce high quality print and digital media that promotes Connected Voice's values, impact and the work it does with VCSE organisations, communities and individuals
- Assist in the promotion of paid- for services across Connected Voice
- Ensure delegated communications and marketing tasks to Connected Voice staff are delivered to a quality standard

3. General requirements

- To contribute to developing Connected Voice and all its services
- To attend staff meetings, team meetings, supervision, annual appraisal and other meetings as required
- To assist with producing regular monitoring and evaluation reports
- To maintain up to date knowledge and skills required to fulfil the duties of the post
- To work within our Connected Voice values, policies and procedures in particular health and safety, equity, diversity and inclusion, data protection, code of conduct and confidentiality
- To ensure equity, diversity, inclusion is upheld in our work
- To service own administrative needs and be responsible for organising and prioritising own workload
- To carry out occasional other duties as agreed in line with the aims of Connected Voice

4. Person specification

Essential requirements necessary for the role to be evidenced in the application and at interview:

- Experience of leading, developing and implementing marketing and communications strategies and plans
- Experience of interpreting, writing and editing information effectively and accessibly for a variety of audiences
- Experience of using Adobe suite (InDesign, Acrobat and Illustrator) to produce both print and digital media, and Canva and Mailchimp and to create and distribute electronic bulletins, magazines, reports, and posts
- Excellent digital skills and ability to use online marketing and communications tools, including social media and website content management systems
- Experience of extracting data from customer relationships management systems for targeted marketing
- Ability to support/train, delegate and monitor Connected Voice staff undertaking communication and marketing tasks
- Ability to deliver training to external audiences on marketing and communications subjects
- Ability to line manage staff

Desirable requirements for the role to be evidenced in the application:

- Experience of working in or with the VCSE sector
- Working across boundaries, in a partnership environment
- Skills in managing good customer relations
- Appropriate professional qualification or experience

Personal attributes and values to be evidenced in the application and at interview:

Essential

- Commitment to the purpose, values and aims of Connected Voice
- Commitment to detail, ensuring work is understandable, accurate, and concise
- Commitment to equity, diversity and inclusion
- Enthusiasm, energy, and resilience to work in a fast-paced environment
- Understanding of how to work within professional boundaries
- Willing to work in co-operation with team members across service areas
- Willing to work flexibly and creatively within their role
- Commitment to continuous professional development
- Organisational and time management skills

5. Equality and Diversity

Connected Voice is committed to promoting equality and diversity and will take steps to challenge discrimination, harassment and victimisation in everything we do.

No organisation or individual to whom we provide services will be disrespectfully treated or discriminated against by us on any condition or requirement that cannot be shown to be justified including but not limited to the nine protected characteristics defined in the Equality Act 2010.

6. General Data Protection Regulation (GDPR)

Connected Voice has included with the application pack the Employee Data Protection and Privacy Policy which sets out information in relation to the processing of employee and recruitment data.

The information you provide on the application form is strictly confidential. It will only be seen by the interview panel and recruitment administrator. However, if you are offered employment with us, it will be placed in your personnel file to which only the Chief Executive, Office Manager, Chair and Vice Chair will have access. If appointed the application form will be kept for the duration of your employment and for nine months afterwards. If you are unsuccessful in your application for employment, your application form will be held for six months following your interview in the event there are any queries and will then be shredded.

As part of our assessment, we may have to carry out checks to verify the information provided by you. We may obtain information about you from third parties (including referees) and disclose your personal data to certain third parties such as law enforcement bodies for this purpose.

7. Terms and Conditions

Holidays:	29 days per annum, bank holidays plus 3 days between Christmas and New Year (pro rata for part time)
Pension:	Scottish Widows pension scheme – up to 5% employer and employee contribution
Probation:	6 months
Notice	A minimum notice period of 2 months on either side is required

8. Changes to job descriptions

All jobs are subject to change from time to time and this job description will be reviewed regularly.

The job description is a guide to the work required to be undertaken and represents a range of responsibilities in line with the grade for the post.

9. Advice to candidates

Before completing the application form carefully read through the Job Description and Person Specification. Bear in mind the requirements of the job and use the form to explain how you satisfy the various criteria. You **should not enclose a CV** as this will not be considered by the interviewing panel. If you have not heard from us please assume that your application has been unsuccessful.

Please return your application by **12 noon on 31 March 2026** . We will hold interviews on **7 April 2026**. All forms should be returned to Judith Temple at judith.temple@connectedvoice.org.uk