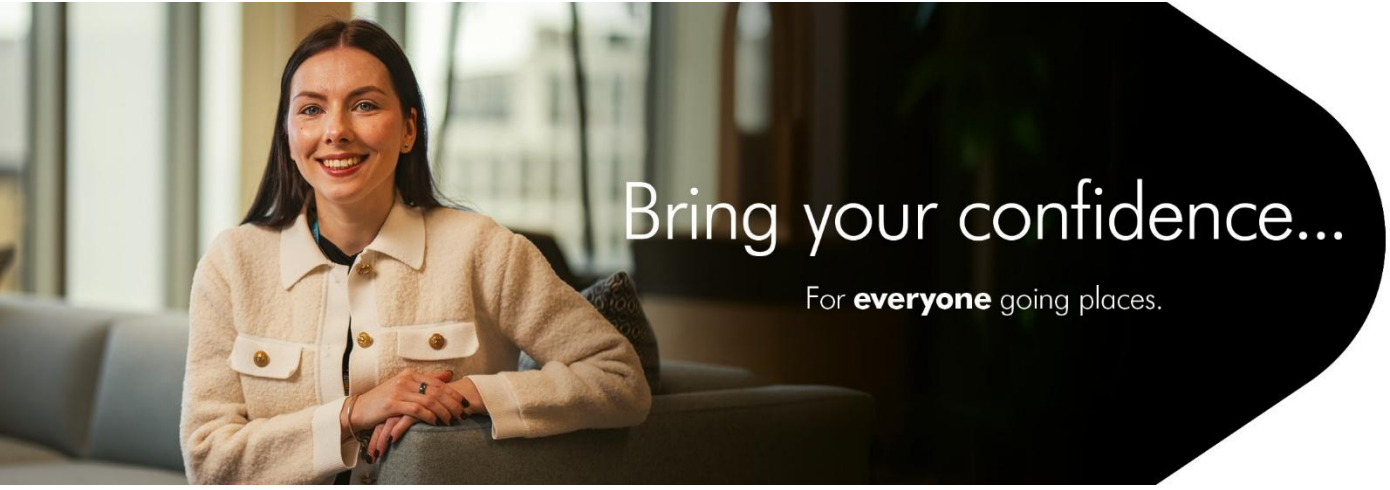


Marketing Executive - Bus Service Improvement Plan (BSIP) Projects

Fixed Term Contract until 31 March 2028

Salary circa £30-£35k

Fancy being part of a travel revolution?

We're not talking hoverboards or teleportation (yet), but the North East is on the move — literally. Last year, 9 million more bus journeys were made across our region. That's an 8% jump, while the rest of the country managed… well, let's just say a polite 1%. We're smashing it.

And now we want you to help keep that momentum rolling.

North East Mayor Kim McGuinness has a bold mission to build a world-class transport system where hopping on the bus feels like the obvious, easy, "why-wouldn't-you?" choice. To get there, we need someone with imagination, energy, and a healthy disregard for boring marketing.

Join our award-winning Nexus marketing team and help bring the Bus Service Improvement Plan (BSIP) to life. You'll dream up campaigns that make people choose bus travel as their go-to transport option, champion projects that make services better, and team up with partners across the region to keep the buzz buzzing.

If you're ready to shake things up, cheerlead sustainable travel, and have fun doing it, then climb aboard — we've saved you a seat.

Typical Day

- Crafting and delivering marketing campaigns that make people think, "You know what… I will get the bus today."
- Helping shape and deliver the BSIP marketing plan — the blueprint for better, bolder, bus-ier travel.
- Teaming up with colleagues across Nexus and Transport North East to grow bus patronage (that's marketing-speak for "get more bums on seats").
- Managing agencies — creative, media, customer experience — and making sure they deliver the goods.
- Diving into customer insight and research to understand what people really think about bus travel.

- Supporting the creation of a shiny new travel website for Durham, Northumberland and Tyne and Wear.
- Spotting opportunities to innovate, experiment, and try new marketing channels before they're cool.
  Evaluating campaigns so we know what's working, what's not, and what deserves a victory lap.

About You

- You've got an appropriate degree or professional qualification — the kind that proves you know your marketing onions.
- You understand marketing and communications tactics so well you could probably explain them to your nan.
- You're comfortable with content management systems and can whip up marketing content without breaking a sweat.
- You get customer engagement — what makes people click, care, and occasionally say "Oooh, that's clever."
- You're logical and analytical, but not in a "robot calculating pi" way — more in a "let's make smart decisions based on real insight" way.
- You can write engaging copy for pretty much any audience — commuters, students, sceptics, bus superfans, you name it.
- You can negotiate, influence, and persuade without resorting to interpretive dance (unless the moment truly calls for it).
- You genuinely love communication and marketing — not just the shiny bits, but the strategy, the craft, and the impact.

Who we are looking for

You must be able to work collaboratively as part of a team that lives our company values every day supporting each other, delivering exceptional service, and creating a positive, respectful environment for colleagues and customers alike.

As a colleague within Nexus, you will take pride in delivering your best performance, respecting others and working towards team goals through collaboration, agility and embracing learning opportunities.

Our Team

You'll join a friendly, collaborative marketing team at Nexus, working closely with the North East Combined Authority, local authorities, and bus operators. Together, we're driving real change through innovative campaigns and partnerships, unlocking great value travel for everyone in our region.

About Us

We care for our communities, deliver with trust and accountability, and adapt with innovation. Every journey is designed to be sustainable, inclusive, and customer-focused because when we move forward together, we create a cleaner environment, a stronger economy, and a better future for all.

What we offer

- This is a Monday to Friday job
- You'll work a 36-hour week
- You'll be part of a generous pension scheme (Local Government Pension Scheme)
- 28 days annual leave per year plus bank holidays and time off for volunteering too
- Enjoy travelling for free in Tyne and Wear with our enhanced travel benefits for you and your family
- Free or discounted travel with Grand Central, LNER, Lumo, Northern Rail and TransPennine Express
- You will have the opportunity to contribute to a health cash plan that will contribute (and dependants if you have them) towards dental costs, optical, and lots more
- Access to our reward app with over 1000 plus high street discounts on groceries, holidays and days out.
- We like to grow our own colleagues (not literally of course!), so when you're ready for the next step in your career, we can help develop you

What to expect at interview

Our selection process includes a structured interview with representatives from Nexus and the North East Combined Authority (NECA). Interviews will take place week commencing 26 January 2026.

If you believe this is the role for you, please upload your CV and a covering letter explaining how you meet the essential criteria that are found in the Person Specification before 9am on Wednesday 14 January 2026 by visiting our website www.nexus.org.uk.