Welcome to the

North East Mayoral Strategic Authority

Candidate pack

North East Mayoral Strategic Authority | Kim McGuinness North East Mayor

Passionate about the North East? So are we.

Contents

Welcome from the Mayor	3
Welcome from the Chief Executive	4
Our organisation	5
Building a great place to work – benefits	9
Role profile	10
Person specification	11
Salary and benefits	12
Things you should know	15
How to find us	16

A welcome from our Mayor

Thank you for your interest in joining the North East Mayoral Strategic Authority. As Mayor, I am proud to lead a region that is vibrant, diverse, and full of potential.

My mission is to make the North East the home of real opportunity. That means tackling child poverty, helping people and businesses to grow, and celebrating our region on the national and international stage. This starts with having a talented and dedicated team.

The North East MSA plays a vital role in driving economic growth that benefits everyone, improving public services, and ensuring that our region, remains a great place to live, work, invest, and travel. We are at an exciting moment, with investments and opportunities that are set to transform our area for the people living here. Your expertise and commitment are essential as we strive to achieve our ambitious goals.

This recruitment exercise is not just about fulfilling a vacancy; it is about contributing to a greater vision of a prosperous and inclusive future. I am confident together we can continue to build a region that is as dynamic, confident, and inclusive as our Combined Authority. I wish you every success in your application and I look forward to welcoming you to our team and working together to make a lasting impact on our community.

Kim McGuinness, North East Mayor

A welcome from our Chief Executive

Thank you for your interest in working for the North East Mayoral Strategic Authority (North East MSA). At the North East MSA we believe that our people are our greatest asset, and we are thrilled you are considering bringing your talents to our organisation.

As the Chief Executive I am incredibly proud of the dynamic, inclusive, and innovative culture we have built together. We are committed to fostering an environment where creativity thrives, collaboration is valued, and professional growth is encouraged.

Joining the North East MSA means becoming part of a community that values diversity, equity and inclusion. We believe that a diverse workforce is essential for driving innovation and achieving excellence. Our commitment to these values is reflected in our policies, practices, and everyday interactions.

We are looking for individuals who are passionate, dedicated and ready to make a meaningful impact. In return, we offer a supportive environment, ample opportunities for career development, and the chance to be part of a forward thinking organisation.

This candidate recruitment pack contains essential information about our organisation and the benefits we offer. I encourage you to review it thoroughly and consider how you can contribute to our ongoing success. Thank you again for considering the North East MSA as the next step in your career. We look forward to the possibility of welcoming you to our team and working together to achieve great things.

I wish you luck on your application and hope to see you soon.

Dr Henry Kippin, Chief Executive

Our vision

To be known as the home of real opportunity, a region where everyone thrives.

Collaborating with our partners and local authorities, we'll create a better way of life by connecting communities, giving people the skills to succeed, and improving wellbeing for all, so that the North East is recognised as an outstanding place to live, work, visit and invest.

We have five missions.

Our five missions

To be known as the home of real opportunity, a region where everyone thrives.

Home to a growing and vibrant economy for all

Thousands more good jobs will have been created, contributing to higher levels of employment and rising take-home pay.

Home of the green energy revolution

The North East will be at the forefront of the low-carbon economy, with the region a national-leader on the path to net zero.

A welcoming home to global trade

We will continue to welcome international companies to the North East, exceeding national average levels of foreign direct investment, while also seeing the proportion of international visitors increase.

Home of real opportunity

Every child will have access to opportunity, while we will also have seen an improvement in skills, digital inclusion and health outcomes, alongside a substantial reduction in child poverty.

A North East we are proud to call home

More affordable and social homes will have been built, alongside a green, integrated, transport network which connects everyone.

About the North East

North East England is unique in its diversity. It is also uniquely placed to become the home of real opportunity.

Our Combined Authority stretches from vibrant and fast-evolving cities to wild, open countryside and coastlines; whose communities are custodians, living and working in an historic natural environment. It is no surprise that a major film company wants to create new studios here, with the sweep of locations North East England can offer.

The strength of our ports along the North Sea coast are just one reason why our region will be home to the green energy revolution, supporting a new generation of offshore wind and providing the bedrock for innovation in sustainable industries, while also being gateways for global trade.

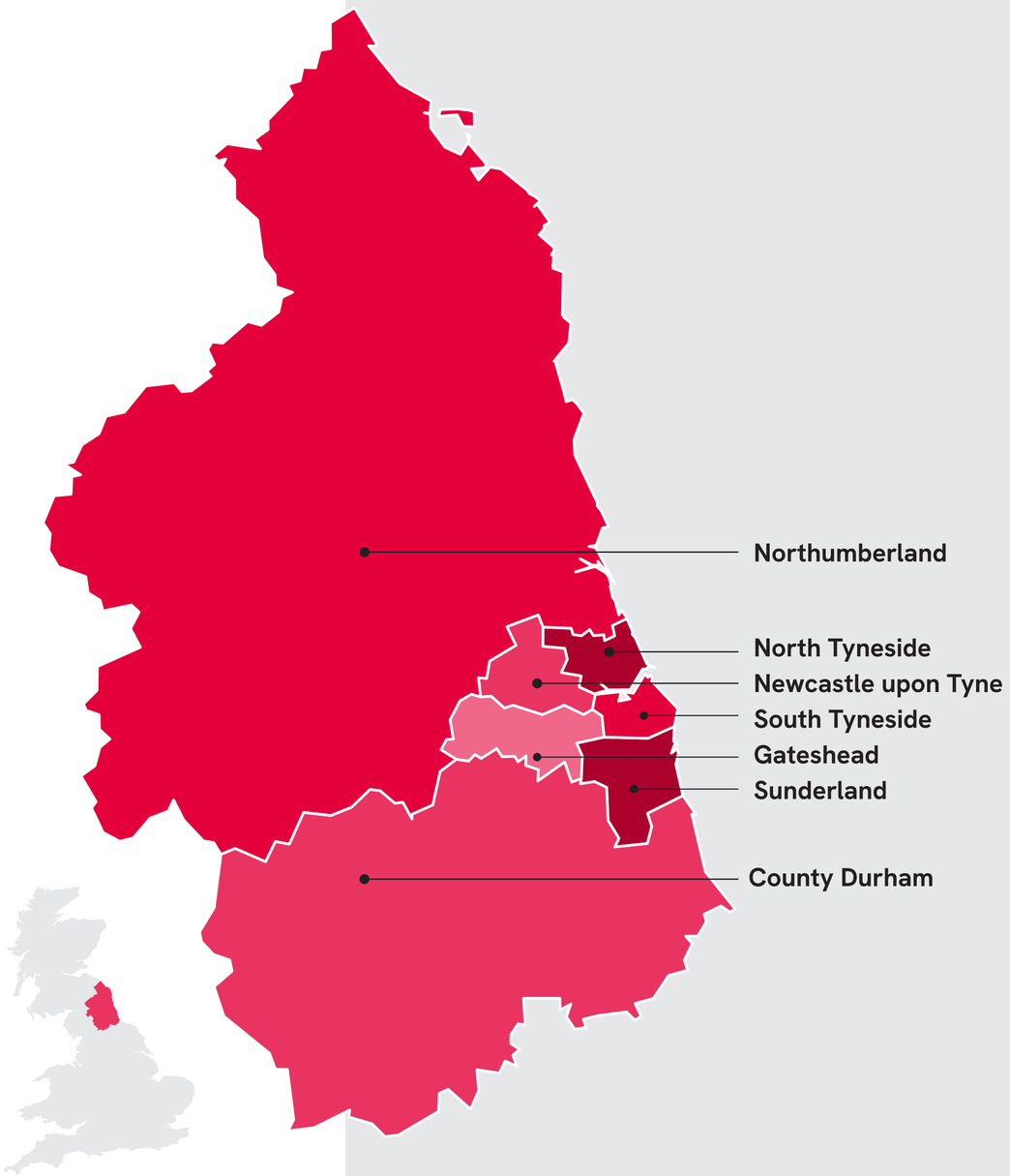
The automotive sector is firmly established here, but the supply chain that feeds the Nissan plant in Sunderland also does business across the UK and world; it is only one part of an advanced manufacturing sector found right across the region, and with a strong export record around which we can build a growing economy that works for everyone.

Our Combined Authority also spans some of the most affluent places in the north of England, and some of the most deprived. This is not a simple picture: we know that communities facing real challenges can be found in our cities, towns and countryside alike, with poor housing and poor transport infrastructure and services — both significant barriers to opportunity.

Most of all, North East England has a powerful tradition of working in partnership to get things done. These partnerships work between public, private, education, voluntary and industrial sectors. It is also a home to world-class sporting and cultural venues and events, underpinned by eclectic and fast-changing grassroots creativity and energy.

Our Mayoral Combined Authority is well-placed to build on this tradition of partnership and the pride people have in the places they call home.

A journey through our region – from Berwick to Barnard Castle – is a unique experience, taking you from coastal and rural communities to vibrant city centres, passing cutting-edge industries and crossing rivers that will be home to a new energy revolution.



Our people and culture

Our values

- Strive for brilliance
- One team
- Make it happen
- Be inclusive
- Drive sustainability

Corporate culture: our vision for the future

At the North East Mayoral Strategic Authority, we aspire to build a culture that reflects the values and ambitions of a new, forward-looking organisation. As we grow, we want to nurture a diverse and talented team committed to delivering meaningful outcomes for the people of our region. We will be purposeful in everything we do, where each individual not only takes ownership of their role but also contributes to the collective success of the organisation.

Our vision is to create a community that fosters inclusivity, where every voice is heard, and everyone feels a sense of belonging. We are committed to nurturing an environment where our colleagues can thrive; where opportunities for career growth, personal development, and continuous learning are abundant. As one united team, we will inspire each other to reach our fullest potential, creating a joyful and fulfilling workplace that enables us to deliver our best every day.

Wellbeing will be at the heart of our culture. We aim to ensure that every individual feels safe, supported, and well-balanced in their personal and professional lives. Flexible working arrangements, access to health and wellness programmes, and a focus on work-life balance will underpin our commitment to wellbeing, enabling our team to bring their best selves to work.

Our design for success

Our organisational design will reflect a commitment to our policies, mission, and strategic objectives. Built on a foundation of shared values and purpose, this structure will support our culture and drive our success. We will continuously innovate, evaluate, and refine our model to ensure it remains aligned with the needs of our organisation and the region we serve.

Our people: building a passionate workforce

We want to attract people who share our values, bring enthusiasm, and seek challenges that allow their skills, knowledge, and experience to benefit the wider team. We are committed to investing in future talent through graduate and apprenticeship programmes, building lasting careers that contribute to the growth of our local communities.

Above all, we will care for one another and take pride in the work we do – for each other and for the communities we serve – making our mark as we strive to make a lasting impact on our region.

Be part of the North East's next chapter

We're looking for people not only driven to make a difference but who share our deep-rooted passion for the North East - someone who sees the unique potential of this region and is excited to be part of a team that's committed to helping it thrive.

A population of 2 million and growing

A region rich in character – and ambition.

3 cities, dozens of towns, hundreds of communities.

From bustling cities to quiet coastal villages.

THE NORTH EAST'S MOMENT IS NOW

Skills reform

Our core mission involves driving economic growth, creating jobs and improving the quality of life for the residents across the North East. If you want to be a part of this, we want to hear from you.

Transport

Do you have deep expertise in our transport if so, we're delivering game changing transport that will revolutionise connections across the most rural parts of our region

Economic growth and innovation

Our rich heritage needs you! Your creative flare to enrich the lives across our region needs elevation,. and you will have a unique opportunity to promote the regions cultural assets.

Maybe you have a deep passion for green energy and want to be part of the revolution, or you want to contribute to the investment of our region unlocking opportunities to help global businesses discover why this region is the smart choice for growth.

Finance and operations

Effective delivery is impossible without high quality professional enabling services. If you're passionate about our region and what to use your talents to support the future of our region then we want to hear from you.

A team that enables delivery

Each Directorate plays a crucial role in achieving organisational goals.

Director of Operations

Alan Reiss

Lead: set direction, communicate and manage performance

Enable: Support delivery, provide resources and tools

Protect: Ensure good governance, reputation management

Director of Economic Growth, Innovation and Culture

Phil Witcherley

Guide investment in the region to boost growth, productivity whilst proactively reducing inequality.

Director of Transport

Tobyn Hughes

Deliver game-changing transport schemes and initiatives.

Provide greener, affordable, integrated transport network that works for everyone.

Director of Finance and Investment

Mags Scott

Finance and investment underpins all the activities of the combined authority. It sets out a clear strategy to maximise investment within a plan for generating jobs, skills and inclusive growth.

Director of Skills, Inclusion and Public Service Reform

Dr Charlotte Carpenter

Our ambition is to build an economy everyone can contribute to and benefit from. We will equip residents with the skills and support needed for the region to thrive.

Building a great place to work

At the North East MSA we recognise that our employees are at the heart of our organisation.

We are committed to providing a comprehensive and competitive benefits package designed to support wellbeing, professional growth, and work life balance.

Here are some of the key benefits we offer to our colleagues.

- Flexible / Agile working
- Talent framework to support everyone
- 27 Annual Leave days rising to 32 after 5 years' service
- Vivup employee benefits portal and lifestyle savings scheme
- A days' leave for birthday
- Employee Assistance Programme
- Five days for volunteering
- Generous employer pension contribution scheme

Role profile

Communications and Marketing Manager (Business Growth)

Reports to

Head of Public Relations

Responsible for

Employees as allocated

Role purpose and scope

To lead in the long-term planning and delivery of strategic marketing and communications campaigns, leading the procurement of external services, managing budgets and reporting on impact. To manage a development plan and actively coach junior team members.

Key responsibilities

• Plan, deliver and evaluate strategic communications and marketing campaigns aligned to Corporate Business Plan priorities.
• Work with colleagues across the Authority to identify communications opportunities and develop effective campaign solutions.
• Manage campaign budgets, ensuring value for money and effective use of resources.
• Lead procurement and management of communications, marketing and consultancy services.
• Coordinate campaign delivery across the communications team, ensuring quality and deadlines are met.
• Build and manage partnerships with external organisations to maximise impact and collaboration.
• Maintain and develop a diverse archive of photography, film and content assets.
• Support responses to sensitive media and social media issues, protecting the Authority's reputation.
• Lead communications activity during crises, including briefings and media preparation.
• Coach, mentor and support the development of junior communications colleagues.
• Support consultation programmes to maximise reach and engagement with diverse audiences.
• Ensure all communications, events and consultations are accessible, inclusive and aligned to equality policies.

Please refer to the full Job Description for further details.

Person specification

Communications and Marketing Manager (Business Growth)

Qualifications

Essential
• A degree qualification or equivalent professional experience.
• A record of continued professional development in communications, marketing or a related field.

Desirable
• A degree in a communications, marketing, business or humanities discipline.
• Professional membership or accreditation from a recognised body (e.g., CIPR, CIM)

Experience

Essential
• Experience leading communications campaigns through teams and partner organisations.
• Experience planning and delivering strategic, multi-channel communications or marketing campaigns.
• Strong media relations experience, including press releases, media enquiries and journalist engagement.
• Experience managing budgets and delivering value for money through communications activity.
• Experience evaluating communications and marketing performance and using insights to improve outcomes.

Desirable
• Experience delivering successful internal communications and engagement activity.
• Experience engaging and influencing senior stakeholders and external partners.
• Experience managing high-profile communications, including crisis and reputation management.

Please refer to the full Job Description for further details.

Skills and knowledge

Essential
• Strong strategic planning skills with experience delivering and evaluating long-term communications or marketing campaigns.
• Experience procuring and managing suppliers and agencies to meet campaign objectives.
• Good understanding of traditional and digital communications, including PESO and AMEC frameworks.
• Excellent written and verbal communication skills, producing clear and engaging content for different audiences.
• Experience managing content across multiple channels, including websites, social media, newsletters and reports.
• Knowledge of communications legislation and standards, including GDPR and accessibility requirements.

Desirable
• Understanding of branding principles and maintaining brand consistency.
• Experience using communications tools such as email marketing, analytics and design software (e.g. Canva, Adobe Creative Suite).

Please refer to the full Job Description for further details.

Personal qualities

Essential
• Ability to lead an inspire others with integrity and professionalism.
• Ability to work and make decisions under pressure for sustained periods.
• Proactive, and results-orientated and embracing change in their approach.
• Committed to the principles of equality and diversity.

Salary and benefits

Communications and Marketing Manager (Business Growth)

Salary

N11 £57,438 - £61.017 per annum. Please note it is North East MSA policy to appoint at the starting point of the salary band.

Benefits

27 days holiday plus a day off for your birthday.
Flexible working practices including working from other locations and from home.
Generous employer pension contribution scheme.

Key dates and selection process

Advert Closes: Sunday 1st November 2026 at 23:59

It is anticipated that interviews will take place week commencing 23rd November 2026

How can we help you

It's important to us that our colleagues reflect the region in which they operate in. Which means we want to remove any barriers for people applying to join us.

If you have a disability, health condition, and/or are neurodiverse, or there are other reasons why you'd benefit from an adjustment at any stage of the assessment process, please just ask or look out for the 'Guaranteed Interview Scheme' tick-box as part of your application.

We are committed to making reasonable adjustments wherever possible, to ensure that people with a disability can participate in the recruitment and selection process and work comfortably in their day-to-day role.

Reasonable adjustments could include:

- Providing the application documents in a different format
- Accessing a Hearing loop
- Allowing extra time during interview
- Ensuring that information is provided in an accessible format
- Ensuring your interview environment is accessible
- Enabling captions on video calls
- Providing training or additional guidance

We want you to be your best self. We will do everything we can to support you.

Guaranteed Interview scheme

Our Guaranteed Interview scheme ensures that candidates who provide evidence of meeting the minimum requirements necessary for the post, as set out in the Person Specification will be interviewed.

This scheme is available to those who identify as the following:

- Having a disability, health condition, and/or are neurodiverse
- Those who have, or are currently serving in the Armed Forces

The health and wellbeing of our colleagues is top of our priority list and all new starters are required to undergo a pre-employment occupational health assessment, to ensure you have all the equipment and support available to give you a comfortable start to your career here with us.

Things you should know

If invited for interview, you will be asked to bring in Right to Work documents.

Under the Immigration, Asylum and Nationality Act 2006 we are required to check your right to work in the UK status. Please bring with you your documentary evidence of this. We will also use this information to confirm your nationality and identity.

A typical acceptable document would be a passport showing the holder is a British citizen, or a citizen of the UK and Colonies who has the right of abode in the UK.

Depending on the level of checks needed for the role, you may need to provide at least three documents so we can evidence your identity, nationality, permanent address, and date of birth.

These documents could be:

- Current British passport or driving licence
- Birth certificate
- Utility bill
- A financial statement, such as bank or mortgage, that is dated within the last three months
- If you have changed your name, you will also need to provide proof of this change, such as a marriage certificate.

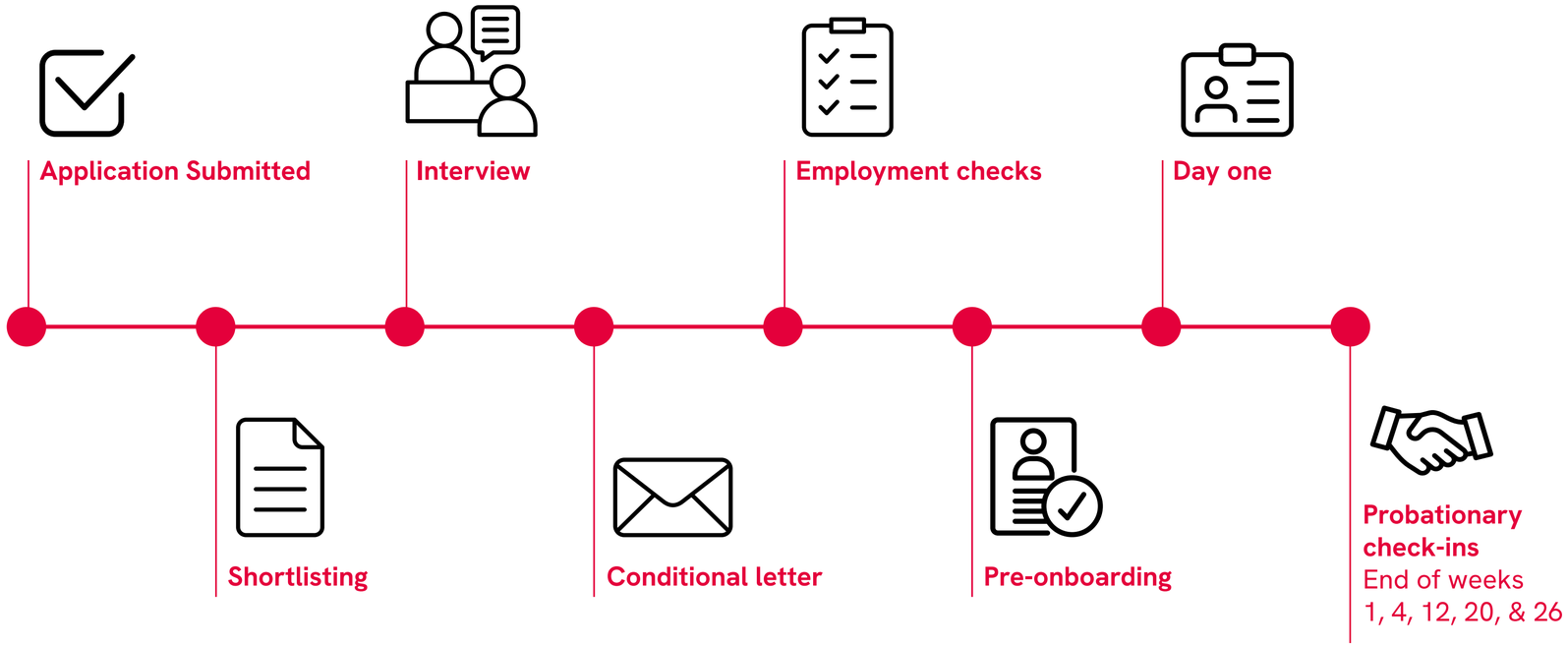
If the criteria asks for a professional qualification or registration, we will need you to bring the original document with you to the interview.

Professional references are required for all of our roles and you will be asked to provide details of these at application. Please be assured we will not contact your referees until after appointment and not without your permission to do so.

We passionately believe in equality, diversity and inclusion and collecting data of our candidates is important to help us understand areas where we could improve. A confidential Diversity Monitoring Form will be sent to you for completion during the application process.

All monitoring data will be treated in the strictest confidence and will not affect your application in any way. The completion of the Diversity Monitoring Form is mandatory but includes the option ‘prefer not to say’. If a form has not been completed, your application will not be considered by the selection panel.

Candidate journey



How to find us

Address

North East Mayoral Strategic Authority

The Lumen

St James' Boulevard

Newcastle upon Tyne

NE4 5BZ

Wheelchair friendly, hearing assistance system.

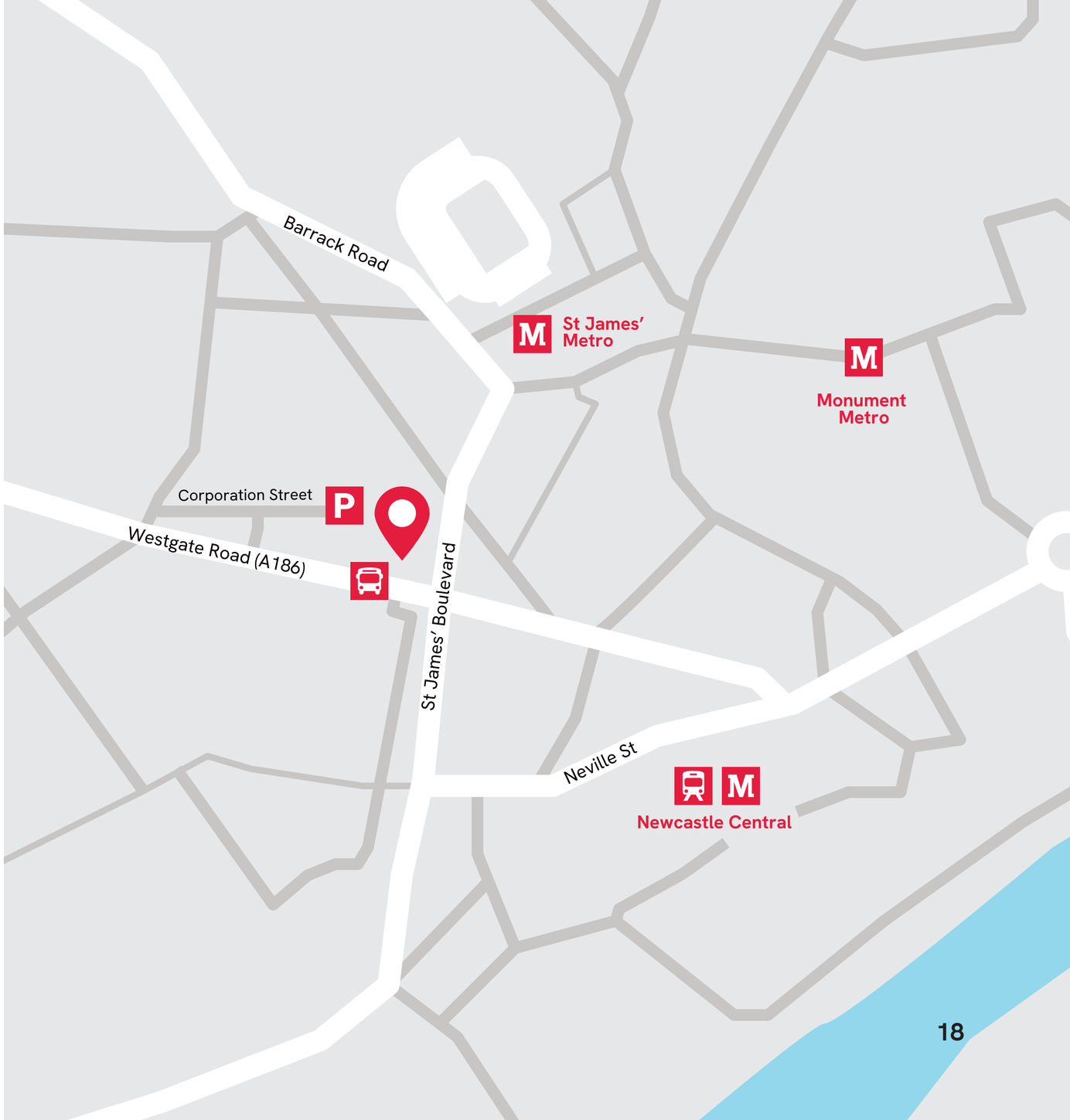
Nearby Stations & Parking

- Metro: Newcastle Central, St James Park
- Train: Newcastle Central
- Bus: Westgate Road, Haymarket
- Parking: The Garage, Corporation Street

Recruitment enquiries

recruitment@northeast-ca.gov.uk

Vacancies

www.northeastjobs.org.uk

Our pledges