



#WEARE

**NORTHERN PRIDE**

A: Dance City, Temple Street, Newcastle upon Tyne NE1 4BR  
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## COMMITTEE ROLE PROFILE: COMMUNICATIONS MANAGER

### 1. About Northern Pride

Northern Pride was formed in August 2007 after a brief gap in Pride activities following the closure of Pride on the Tyne. A research project was commissioned and carried out by MET Ltd to establish what the North East LGBTQIA+ community would like from a Pride event. These results were fed back into the community in May 2007 and from this feedback a group of volunteers came forward and formed the first Northern Pride committee.

Northern Pride was incorporated as a limited company in 2009 to give the organisation greater accountability and protection and is a registered charity. In 2018 the charity was rebranded, and the new core principles were introduced.

#### Protect

Protect LGBTQIA+ rights already won and champion these whilst supporting the fight to end equality indifferences that remain at home and abroad.

#### Promote

Promote a healthy body and mind through access to support and education for the community and our straight allies.

#### Provide

Provide a series of LGBTQIA+ events including our annual festival to bring communities closer together and celebrate our diversity.

These core principles are the foundations to enable Northern Pride to proudly promote Lesbian, Gay, Bisexual, Transgender, Queer plus, culture through public celebration of our heritage and engaging in education and cultural activities that enrich the community whilst raising awareness of the issue's LGBTQIA+ people face, building mutual respect and working to end homophobia, biphobia and transphobia bullying (HBT) and discrimination.

As an LGBTQIA+ charity the aims of Northern Pride are the promotion of equality and diversity for the public benefit by

- a) The elimination of discrimination on the grounds of sexual orientation, gender identity and expression, and sex characteristics
- b) Advancing education and raising awareness in equality and diversity issues face by LGBTQIA+ people; and
- c) Cultivating a sentiment in favour of equality and diversity to create a safe environment where LGBTQIA+ people can promote and explore their culture and work in the interests of the public benefit to remove any social exclusion.

We achieve our aims and objective by holding various events, workshops, seminars and campaigns throughout the year which culminates into the pride festival in July. The first of these pride festivals were held in July 2008 and was attended by over 2,500 people. The three-day festival now includes a March through Newcastle city with entertainment, various LGBTQIA+ safe zones, information stalls, and market stalls across the Town Moor, Newcastle plus an array of satellite events on the build-up to the festival.

## 2. About the Position

Position Description	
Position Title	<b>Communications Manager</b>
Location	Dance City, Temple St, Newcastle NE1 4BR  And working from home
Commitment	Average 10 hours per week  Available when activity requires. Mostly unsociable hours, outside of Mon-Friday 9-5 to support other commitments
Remuneration	This is a voluntary role with some expenses paid depending on the requirement of the position

Position in Organisation	
Reports to	Charity Director / CEO
Supporting	All Engagement Officers Northern Pride Team
Responsible for	Digital Engagement Officer
Budget accountability	<£15,0000

Overall Purpose of the Position
To support the delivery of Northern Pride events, campaigns, and outreach work, by providing communication and marketing support throughout the planning and execution of all activities.

<b>Responsibilities</b>	<b>%</b>
Working independently to: <ul style="list-style-type: none"> <li>• Design and develop yearly communication and marketing strategies</li> <li>• Work with PR team to write and deliver press communications</li> <li>• Responsible for the Northern Pride brand and associated assets</li> <li>• Maintain website and social media channels</li> <li>• Build and maintain successful relationships with key communication delivery partners</li> </ul>	<b>60%</b>
Working with Northern Pride Team: <ul style="list-style-type: none"> <li>• Communicate across the Northern Pride channels to raise awareness, increase ticket sales, generate income in line with core activities being delivered by colleagues</li> </ul>	<b>20%</b>
Being an active and productive member of the Northern Pride Committee by: <ul style="list-style-type: none"> <li>• Attending regular committee meetings (bi-monthly as a minimum)</li> <li>• Contribute to meetings with ideas, constructive feedback and opportunities for improvement</li> <li>• Support wider team initiatives, events, and campaigns where possible</li> <li>• Positively represent the Northern Pride charity at other events, meetings and in the LGBTQ+ community</li> </ul>	<b>20%</b>
	<b>100%</b>

<b>Knowledge, skills and expertise required to do the job</b>		
<b>Area</b>	<b>Essential (required)</b>	<b>Desirable</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	<ul style="list-style-type: none"> <li>• GCSE English</li> <li>• Marketing qualifications</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Writing and developing communication and marketing strategies</li> <li>• Experience in planning and organising teams, people, and partners</li> <li>• Self-motivated to ensure key deliverables are met</li> <li>• Maintaining website and social media content</li> <li>• Experience working to deadlines</li> <li>• Experience of working in an administrative role showing exceptional organisational ability</li> <li>• Must have excellent clerical skills</li> <li>• Must be able to translate complex information into plain English for readers of all ages and abilities</li> <li>• Be able to demonstrate a good level of knowledge of using Microsoft Office (or equivalent)</li> </ul>	<ul style="list-style-type: none"> <li>• Brand development and strategies</li> <li>• Working in a small team and a fast-paced environment</li> <li>• Website management/build (Wix or equivalent)</li> <li>• Photoshop / Canva experience</li> </ul>
<b>Physical</b>	<ul style="list-style-type: none"> <li>• Willing to work flexible hours, including evenings and weekends</li> <li>• Willing to work at home or in the office when required.</li> </ul>	