

Future Humber - **Marketing Executive**

The Organisation

Future Humber is a business-led organisation bringing together more than 200 Bondholders, from major international businesses and anchor institutions to ambitious SMEs and growing organisations, united by a shared ambition for Humber.

Our vision is for Humber to be recognised as a place of **global significance**. We connect and convene the people and organisations who can help make that happen, championing the region, strengthening its reputation and turning connections into opportunities.

Humber is home to nationally and internationally significant strengths across energy, ports and logistics, advanced manufacturing, healthcare, food, digital and innovation. Future Humber works with its network and partners to ensure those strengths are understood, celebrated and translated into opportunities for investment, business growth and talent.

Our work increasingly focuses on three interconnected areas: **Place, Investment and Talent**. Marketing sits across all three, telling the stories of Humber and its businesses, supporting campaigns and activity, and giving our network the tools and confidence to become advocates for the region.

The Role

We are looking for a creative, curious and commercially aware **Marketing Executive** to help shape and deliver marketing activity for Future Humber and the wider Humber region. Working across **Place, Investment and Talent**, the Marketing Executive will turn Future Humber's priorities, partnerships and activity into compelling campaigns and communications that engage our business network and strengthen the profile of Humber.

A significant part of the role will be **place promotion**, helping to tell a confident and compelling story of Humber as a place to **live, work, invest, visit and do business**. This means getting underneath the businesses, people, investments, innovations and opportunities that make the region distinctive and finding creative ways to bring those stories to life.

The role will work across campaigns, content, events, PR, partnerships, digital channels and brand activity. We are looking for someone who can understand an objective, identify the audience and opportunity, and help determine the best marketing response, rather than approaching marketing through any single channel.

Above all, we want someone with **marketing instinct**. Someone naturally curious about Humber and its businesses, who spots opportunities, brings forward ideas and takes responsibility for turning them into high-quality activity.

Key Responsibilities

Marketing & Campaigns

- Lead on the digital marketing for Future Humber, keeping the leaders and employees of Humber informed of news, investments, job postings and events and growing our network across the region.
- Develop and deliver integrated marketing campaigns aligned to Future Humber's priorities across Place, Investment and Talent.
- Turn organisational objectives into audience-led campaigns with clear messages, activity and measurable outcomes.
- Take ownership of campaigns from initial idea and planning through to delivery and evaluation.
- Proactively identify opportunities, stories and ideas that strengthen Future Humber's marketing and regional impact.

Place Promotion & Brand

- Promote Humber as a place to live, work, invest, visit and do business, strengthening its reputation locally, nationally and internationally.
- Bring the Humber Place Brand to life through campaigns and storytelling, reflecting a region that is Revolutionary, Resourceful, Remarkable and Real.
- Identify and amplify the businesses, people, investments and opportunities that demonstrate Humber's significance and ambition.
- Work with Bondholders, Place Ambassadors and regional partners to strengthen and consistently tell Humber's story.
- Support the development of Place Brand campaigns and assets that challenge perceptions and give others the tools to advocate for Humber.

Content, Communications & PR

- Proactively uncover and develop compelling stories from Future Humber's network and the wider region.
- Turn complex business and regional subjects into clear, engaging content across a range of formats and channels.
- Develop case studies, interviews, features, campaign content, newsletters, web content and marketing materials.

- Identify PR and thought leadership opportunities and support media activity at regional and national level.
- Maintain a forward pipeline of content aligned to Future Humber's priorities, campaigns and opportunities.

Audience & Channels

- Understand Future Humber's audiences and use insight, including Know, Feel, Do, to shape effective marketing activity.
- Manage and develop Future Humber's marketing channels, ensuring content is timely, relevant and aligned to organisational priorities.
- Use analytics, audience insight and feedback to measure impact and continually improve activity.
- Work with external agencies and suppliers to develop platforms, creative assets and marketing activity where required.
- Manage and develop website content across Future Humber, Humber Freeport and Humber Energy Board, working confidently across each platform to keep content accurate, engaging and aligned to the priorities and audiences of each organisation.

Bondholders, Partners & Events

- Build strong relationships with Bondholders and understand their businesses, priorities and contribution to Humber.
- Identify opportunities to showcase Bondholders and connect their expertise and stories with Future Humber's wider activity.
- Work alongside the Marketing & Events Executive to maximise marketing, content and storytelling opportunities around Future Humber events.
- Confidently represent Future Humber at meetings and events, building relationships, capturing insight and acting as an ambassador for Humber.

Planning & Performance

- Manage multiple campaigns and priorities effectively within a fast-moving, collaborative team.
- Take ownership of agreed outcomes and proactively communicate progress, challenges and opportunities.
- Use performance, feedback and learning to continuously improve Future Humber's marketing.
- Bring ideas, curiosity and constructive challenge to the wider team.

About You

We're looking for someone who is **curious about the world around them** and wants to understand the businesses, people, places and opportunities shaping Humber. You'll be a strong communicator and creative thinker with the confidence to bring forward ideas, challenge thinking and take ownership of your work.

You'll understand that great marketing starts with an **objective and an audience, not a channel**. You won't need every opportunity identifying for you. You'll naturally ask questions, spot stories and think about how they could become campaigns, content or connections.

Future Humber is a small, ambitious organisation, so you'll need to be comfortable working at pace, adapting when priorities change and taking responsibility for moving work forward. You'll be collaborative and generous with ideas while being comfortable giving and receiving constructive challenge.

We're interested in **potential, instinct and attitude as well as experience**. We're looking for someone who wants to develop, contribute and make the role their own.

Skills & Experience

The successful candidate will ideally demonstrate:

- Strong marketing and communications skills with experience of contributing to campaigns across multiple channels.
- Excellent written communication and the ability to adapt tone and content for different audiences.
- Strong creative judgement and an eye for effective content and design.
- An understanding of audiences, messaging and campaign planning.
- The ability to identify and develop stories from businesses, people and projects.
- Confidence communicating with a wide range of people, including senior business leaders and stakeholders.
- Strong organisational skills and the ability to manage multiple priorities and deadlines.
- An understanding of marketing measurement, analytics and how insight can improve future activity.
- Confidence using a range of marketing platforms and tools.
- The ability to work independently and take ownership while contributing positively to a small, collaborative team.
- An interest in business, economic development, place marketing or the Humber region would be advantageous.

What Success Looks Like

Success in this role isn't simply about producing more marketing.

It's about helping Future Humber deliver **better, more purposeful marketing** that strengthens our organisation, supports our Bondholders and builds the reputation of Humber.

You will help us uncover stories that might otherwise go untold, turn organisational priorities into compelling campaigns, create stronger connections with our audiences and give businesses across Humber more reasons and more tools to champion the place they call home.

Ultimately, your work will contribute to our ambition for **Humber to be recognised as a place of global significance**.