

2026

MARKETING RECRUITMENT PACK

groundworknorthwales.org.uk



Charity registration no. 1093176



Charity registration no. 1080838



NORTH WALES
GOGLEDD CYMRU

Charity registration no. 1004132



Groundwork North Wales

If you want to make a real difference to local communities, Groundwork North Wales offers a uniquely challenging and stimulating working environment. Every part of Groundwork North Wales is working towards a shared vision and many people gain true job satisfaction from knowing their work is helping to transform their local communities.



groundworknorthwales.org.uk



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Marketing Roles available

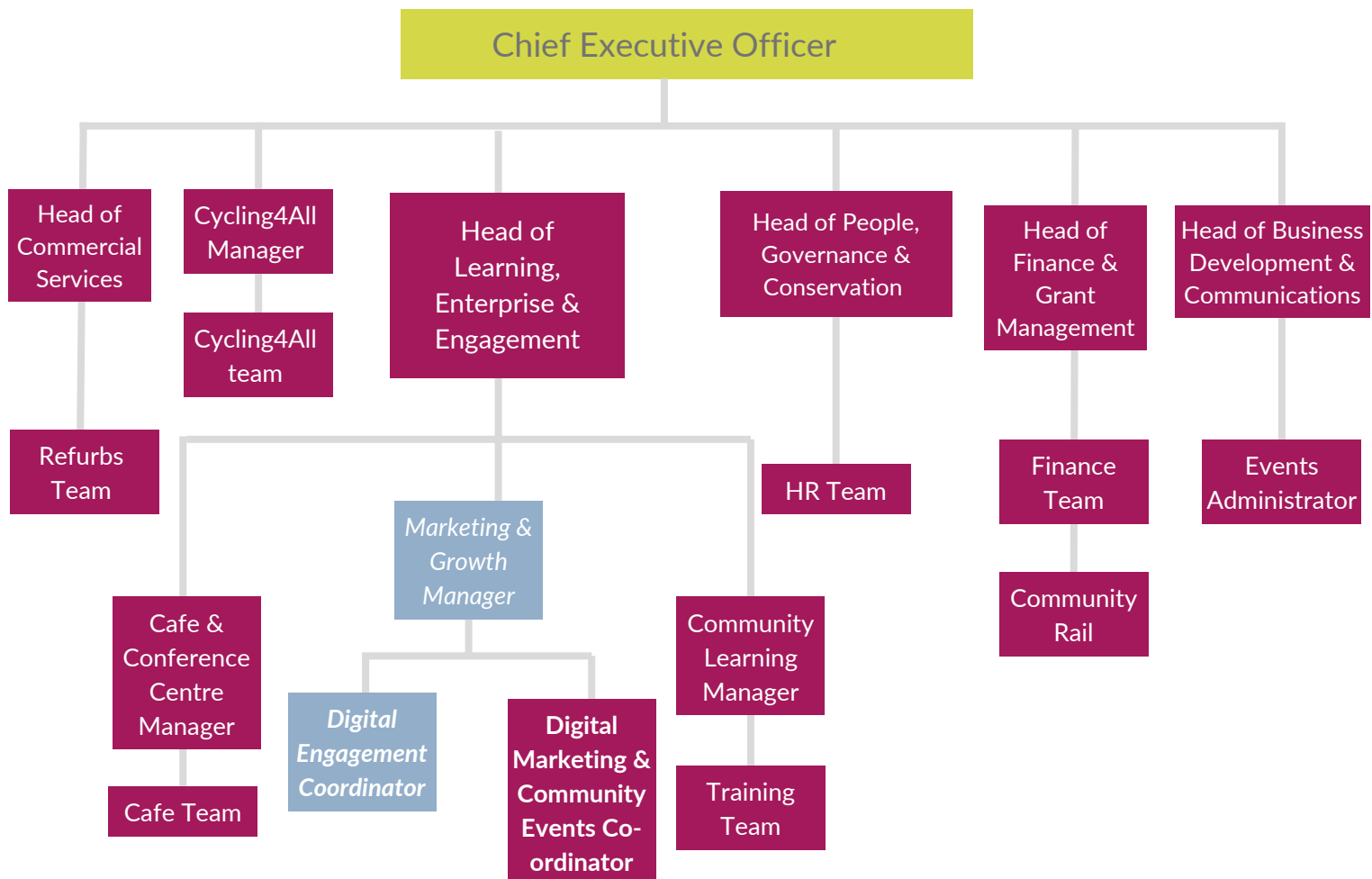
As part of our plans for continued growth, we are expanding our marketing capacity and strengthening the way we promote Groundwork North Wales and the services we provide. We intend to identify significant opportunities to increase our reach, develop new funding and partnership opportunities, and grow income across our commercial activities. To help us realise this potential, we are investing in our marketing function and introducing two new roles: Marketing & Growth Manager and Digital Engagement Co-ordinator.

These new roles will work together alongside our existing Digital Marketing & Community Events Co-ordinator to give us greater capacity to develop our brand, reach and engage new audiences, showcase the impact of our work and generate new opportunities for both funded projects and commercial growth.

This investment reflects our ambition to be more proactive and strategic about how we communicate what we do, identify opportunities and grow the organisation, helping to create a stronger and more sustainable Groundwork North Wales.



Organisation structure



Job Descriptions

Marketing & Growth Manager

Location:	Groundwork Offices, Wrexham, with travel across North Wales and Wales
Responsible to:	Head of Learning, Enterprise & Engagement
Responsible for:	Digital Engagement Co-ordinator Digital Marketing & Community Events Co-ordinator
Salary:	£35,000 (negotiable)
Hours:	37.5 per week

The Marketing & Growth Manager will lead Groundwork North Wales' marketing, communications and digital activity, helping to grow our profile, reach new audiences and generate income across our charitable and commercial services. Working closely with teams across the organisation, you'll develop creative, insight-led campaigns, strengthen our brand and improve the performance of our websites and digital channels to increase engagement, enquiries and conversions. You'll also lead and support the marketing team, using data and audience insight to ensure our activity delivers measurable results and contributes to the organisation's long-term growth, sustainability and positive impact for people, places and the planet.

Please view the full [Job description and Person Specification](#)

Digital Engagement Co-ordinator

Location:	Groundwork Offices, Wrexham, with travel across North Wales as required
Responsible to:	Marketing & Growth Manager
Salary:	Circa £26,000
Hours:	Up to 37.5 per week. Part time and job share considered

The Digital Engagement Co-ordinator will help bring the work of Groundwork North Wales to life through engaging digital content and communications. Working closely with teams across the organisation, you'll create and share content across social media, websites and email campaigns, promote projects, events and opportunities, and capture the stories and achievements that demonstrate our impact. You'll also support the promotion of grant-funded programmes, helping to engage participants, volunteers, partners and local communities, while using digital insight to continually improve our reach and engagement. It's a varied, creative and hands-on role with the opportunity to help showcase the positive difference we make for people, places and the planet.

Please view the full [Job description and Person Specification](#)

OUR VALUES

PEOPLE



PLACES



PLANET



INCLUSIVE

➤ We create a supportive, safe and adaptive environment where everyone is accepted, heard and valued.

➤ We enable access to natural spaces, embracing diverse perspectives and creating opportunities for all.

➤ We actively support access to green and blue spaces and empower all to take positive actions for our planet.



PROGRESSIVE

➤ We continually embrace change and develop new ways of working.

➤ We create dynamic spaces for communities, empowering them to be resilient and make sustainable changes.

➤ We foster behaviour change for the benefit of the planet, building resilient communities and green and blue spaces.



IMPACTFUL

➤ We support people in making long lasting and beneficial changes, helping them to realise their full potential.

➤ We support communities with meaningful and sustainable initiatives, creating a positive and lasting impact on their green and blue spaces.

➤ We seek to make changes to the planet that are meaningful and lasting, prioritising nature throughout our projects.



COLLABORATIVE

➤ We nurture and share individual strengths and ideas to work towards a common goal.

➤ We encourage communities to take pride in and reflect their own values and aspirations in our shared spaces.

➤ We actively engage with others, working together towards a better future for our planet.



INSPIRING

➤ We provide people with the opportunity to express themselves, try new things and follow their interests.

➤ We help communities to connect to their green and blue spaces and natural heritage.

➤ We provide people with the tools to think creatively about protecting the planet and instilling a love for nature.



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OUR STRATEGY 2024-2027

Mission: To improve the natural environment and the places in which people live, enhancing their wellbeing and prospects whilst contributing to the resolution of the climate and nature emergencies.

PEOPLE

OUR IMPACTS

We help people improve their prospects and wellbeing through meaningful and quality interventions.



OUR GOALS

Improve skills, increase confidence, wellbeing and employability to help people overcome hardship and isolation.

HOW



Employability & skills programmes.



Adult community learning.



A comprehensive health, wellbeing and social inclusion offer developed.



Household bill reduction.



Volunteering opportunities.

PLACES

OUR IMPACTS

We protect and enhance green and blue spaces for people and nature.



OUR GOALS

Champion nature conservation through positive and proactive land management and help more people to connect with and value nature, biodiversity and open spaces.

HOW



Habitat management & conservation programmes.



Biodiversity improvement and actions.



Community engagement in conservation and environmental activities.

PLANET

OUR IMPACTS

We protect the planet with practical action to reduce waste and combat climate change.



OUR GOALS

Promote and encourage others to embrace a repair, reuse, recycle and carbon reduction way of living and working.

HOW



Programmes to help people and businesses reduce their use of natural resources.



Carbon literacy & climate change awareness.



Waste reduction through repair, reuse and recycle initiatives.



Diversion of waste from landfill.



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Benefits

- 25 days annual leave per annum, plus bank holidays
- Pension contribution
- Flexible working, subject to business need
- Sickness absence scheme
- Mobile phone for business use for relevant roles
- Financial support with professional membership fees
- Free onsite parking
- Employee Assistance Programme

Diversity & Inclusion

We are committed to promoting equality, diversity, and inclusion in everything we do. All employees are expected to uphold these values by supporting our Equality, Equity, Diversity and Inclusion Policy, eliminating discrimination, and ensuring fair and inclusive service delivery and employment practices.

As a Disability Confident Employer, we welcome applications from all backgrounds and strive to create a workplace where every voice is valued and respected

If you require any adjustments during the recruitment process, please let us know—we are here to support you!



How to apply

We are committed to building a diverse team with a variety of backgrounds, skills and views. The more inclusive we are, the better our work will be. Equality, diversity and inclusivity is central to our mission and to our impact. We are happy to consider applicants who may be interested in exploring job share arrangements.

For an informal discussion about this role, please contact us on 01978 757524 .

How to apply: please send a CV and a covering letter explaining why you feel you would be suitable and how you meet the requirements of the person specification to recruitment@groundworknorthwales.org.uk

Closing date: Friday 23rd October 2026 @12pm

Interviews: Expected to be held on 3rd, 4th and 5th November 2026

Please note, we reserve the right to close this vacancy earlier than the specified closing date if we are in receipt of sufficient applications. We therefore encourage applicants to apply early if you wish to be considered for this post.