

Job description - Marketing and communications officer (PB5)

Job summary

This post sits within the Recreation and Engagement team in West District.

During the first two years of the post, you will be focused on the Forest of Dean with 3 days a week working on the Cannop Ponds project, and the remaining two days marketing our main visitor sites - Beechenhurst, Mallards Pike, Symonds Yat Rock and the Forest of Dean Cycle Centre.

Once the Cannop Ponds project funding has concluded in around two years' time, it is highly likely that your patch will extend to sites in the north of the district, notably Wyre Forest in Worcestershire, and the beat offices in Shropshire.

Key responsibilities & accountabilities

Cannop Ponds Project Communications (initially 60%):

- design and implement communications around the Cannop Ponds project via social media, website updates and press releases - these communications will keep the public informed of progress being made on the project, from its history through to planning permission and construction
- work with the project team to deliver the engagement plan for the project - this will include supporting public engagement events at key project milestones
- advise and support the project team on engaging with local communities
- work with the team on the social value plan for the project
- develop and maintain relationships with site partners and stakeholders affected by the project
- respond efficiently and effectively to 'emergency' situations as they may arise, providing professional communications support to front-line staff
- plan and create written content for signage and interpretation for the different stages of the project to help visitors to the site to further engage with our work
- monitor shared email inbox and work with the project team to respond to enquiries.

Recreation Marketing (initially 40%):

- develop and evaluate the recreation hub marketing plan (including budget management) for the recreation sites in the Forest of Dean to support local and national objectives
- proactively engage with recreation hub teams to ensure national marketing campaigns are planned and coordinated
- deliver and support local marketing of the recreation hub sites
- support managing social media accounts for the Forest of Dean, Beechenhurst and the Forest of Dean Cycle Centre
- develop and maintain relationships with site partners to mutually support marketing and business objectives
- have an active overview of the recreation hub site pages on the Forestry England website, maintaining quality and relevance of content
- maintain and develop relationships with tourism bodies and stakeholders to promote the offer at our forests
- use market research and data collection to target a wide range of visitors across all seasons
- explore and support our emerging supporter development initiatives, such as corporate volunteering, individual giving and legacy giving
- promote good news stories and support key projects with activity including press releases, website updates and social media content

Other work as required:

- plan and deliver according to a yearly budget
- work within and as part of the wider district engagement team to plan campaigns and initiatives collaboratively. This requires attendance at local delivery team meetings

- support the internal communications function by supplying engaging stories for the district's intranet and encouraging better internal communications through attending local delivery team meetings
- track and measure the impact and effectiveness of our communications and marketing, including outreach, event participation, media stories, etc
- develop and deliver compelling content to tell the story of sustainable forestry, from our work reintroducing and protecting wildlife to our drive to connect the public with nature
- help steer and plan public behaviour change campaigns, from littering to building unauthorised trails in our forests

And any other task reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- relevant experience in a marketing and communications environment
- relevant experience of developing content in all forms of media (electronic and print-based) to support communications and marketing objectives
- strong digital marketing knowledge and skills, including content creation, promotion and social media management
- creative flair and excellent written skills, with proven experience of copy writing and editing for the web
- proven organisational skills with the ability to work to tight deadlines and balance priorities whilst managing several projects simultaneously
- ability to work independently, use initiative and solve problems
- excellent interpersonal skills including the ability to liaise effectively with a wide range of staff and partners
- excellent IT skills including word processing, spreadsheets and using CMS
- ability to work effectively in a geographically spread team

Qualifications

Desirable

- a relevant professional qualification e.g. CIM or CIPR or substantial experience