

## Job description - Marketing and communications manager (PB5)

### Job summary

As Marketing and Communications Manager, you will lead marketing and communications activity across a diverse range of channels and audiences driving new and repeat visits to Westonbirt, the National Arboretum.

You will demonstrate the ability to deliver the commercial aspects of the role while also inspiring people through the promotion of our good causes of conservation, education and participation. This is an exciting opportunity to work at a national heritage leisure attraction leading the marketing and communications team. The successful candidate will demonstrate the ability to work with stakeholders to deliver the commercial aspects of the role such as expanding our visiting audiences and driving events sales. Alongside this they will also inspire people and increase brand awareness of the vital conservation, education and participation work we do at the arboretum. This ranges from international collaboration to save endangered tree species through to supporting local young people to connect with nature to improve their health and wellbeing.

### Key responsibilities & accountabilities

- a full oversight of marketing, public relations and social media, supporting the team to seek to develop on existing platforms and set achievable targets
- support the team to be the media contact for Westonbirt and handle national and regional media enquiries
- manage the production of creative marketing campaigns for events, seasons and our good causes
- collaborate with other teams to identify key messages and themes for campaigns
- work with the national team to market Forest Live concerts and our new Christmas at Westonbirt event
- lead on the production of marketing materials and local partnerships with retail and tourism outlets
- work closely with our Friends Charity to align messages across our channels including on the editorial board of the Westonbirt Magazine to include relevant content, ensure messages are clear and the content is on brand. Proofread as required
- manage the Forestry England brand; making sure teams are aware how to use the Forestry England logo and Westonbirt name
- support the team in filming and photography requests and planning content creation for our campaigns
- oversee the arboretum's internal communications processes ensuring that communication plans address the needs of staff, business partners and contractors
- plan and monitor the communication and marketing budget, providing reports when required

And any other task reasonably requested by your line manager.

### Location-specific information (optional)

## Skills, knowledge & experience

### Essential professional and technical experience

- a track record of managing communications and marketing in a busy commercial or cause led environment
- experience in the management or supervision of staff and/or volunteers
- experience managing budgets, contracts, contractors and partnerships
- demonstrable expertise in implementing marketing campaigns across a range of digital channels and media platforms to reach organisational objectives
- competent IT user with experience in MS Office suite of applications

### Desirable professional and technical experience

- experience in a busy visitor attraction and in large outdoor events in the heritage and/or environment sector
- working knowledge of using email marketing software
- demonstrable expertise of public relations to increase brand awareness
- up-to-date knowledge of using a website content management system
- a full UK driving license