

Job description - Communications officer (PB5)

Job summary

We are looking for a professional communicator with experience of delivering successful communications plans. As Communications Officer, you will need to be able to promote our work and our forests to a wide range of audiences. You'll have great written skills and be a strategic thinker, who can work at pace and build strong relationships to deliver results collaboratively. You will be someone who understands how to influence people and can build strong and effective internal and external relationships.

Key responsibilities & accountabilities

Professional and effective communications are essential to deliver our objectives, tell our story, promote our offer and maintain our reputation as caring custodians of the nation's forests. Effective communication is essential for improving the understanding of our work and how we care for amazing places, incredible wildlife and sustainably manage forests.

- support the delivery of external communications so that the South District's forests are widely promoted and understood and our reputation protected and enhanced
- complement the wider marketing and engagement strategy, increasing support for the forests we care for and sales of our products and services
- provide press office support to achieve high impact coverage across a wide range of media channels to support business priorities

Main work areas -

- provide professional communications advice to colleagues on issues and reputation, including positioning with the local media and external stakeholders
- continue to build upon the professional relationships with local journalists and increase proactive coverage of the South District's activities
- develop and deliver communications plans, using market insight, to tell our story and grow our business priorities and improve our income returns at Alice Holt Forest Visitor Centre and Moors Valley Country Park, and support national marketing initiatives
- support with the press office function for South District, including unforeseen incident support, as well as proactive stories and producing social media content
- manage design needs and work with both national design team and external designers to deliver assets on time. Including creation of content, management of partnership content, contract management (advertising, design, print and distribution)
- track and measure the impact and effectiveness of our communications, including event participation, media stories, etc
- effectively procure items, services and merchandise for the Communications and Marketing team
- responding to public enquiries and managing the impacts on the organisation's reputation
- collaborate with colleagues in the local Communications and Marketing Team to produce a wide range of content that includes milestones achieved, spreads the message about good practice/news and gives a flavour of current work
- working collaboratively with colleagues on projects and campaigns, this requires attending local team meetings in person

And any other task reasonably requested by your line manager.

Location-specific information (optional)

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Skills, knowledge & experience

Essential professional and technical experience

- proven experience of effectively supporting the delivery of high-impact PR / media campaigns with proven outcomes
- high level of communication skills, both written and verbal
- record of handling reactive media enquiries including controversial issues and incidents
- expertise in supporting the delivery of media initiatives to support business and marketing objectives of an organisation
- experience of producing and commissioning creatives that promote strong brand presence
- competent IT user with experience MS Office and social media platforms

Desirable professional and technical experience

- a track record of maintaining positive professional relationships with a range of partners and channels, including print and broadcast
- experience of media monitoring systems analysis and preparing reports

Qualifications

Essential

- degree and/or professional qualification and/or relevant experience in media relations and PR or relevant communications work area
- professional membership of a relevant organisation