

Job description - Communications and marketing manager (PB5)

Job summary

The Communications and Marketing Manager is vital role for Forestry England's Yorkshire District. Our lead storyteller: they will bring our work to life, inspiring a diverse range of people to visit and engage with the nation's forests. They will also advise the Senior Leadership Team on reputational risk and support them on stakeholder management, as well as supporting our compliance with the Freedom of Information Act 2000 and Environmental Information Regulations 2004.

The role will be responsible for developing and delivering a Communications and Marketing strategy for Yorkshire District. This will promote the work of Forestry England and tell the story of the nation's forests and the broad benefits they provide for climate, nature, people and the economy.

Reporting to the Head of Recreation but working across multiple teams and stakeholders and liaising closely with the Forest Management Director on strategic communications. They will lead a small team that creates engaging and dynamic content to support & promote our activities. This will include those that directly deliver Forestry England's national strategy (e.g. recreation, ecology, forestry, heritage), and those that are critical to enabling this (e.g. engineering, fundraising and projects, estate management). They will promote Yorkshire Forestry District as a leading provider of outdoor recreation activities, supporting teams to achieve their business plan targets.

The Communications and Marketing Manager will coordinate internal communications in Yorkshire, making sure that Forestry England's national strategy, messages and values are communicated effectively to staff across the district. They will support with the delivery of the District strategic plan, finding engaging ways to communicate the aims and objectives to staff and equipping them to be champions of Forestry England's work.

The post holder will be expected to manage a budget, considering the Return on Investment of communication and marketing activities in terms of profit and non-financial outcomes. They will have line management responsibilities for the Communications and Marketing Officer and will be expected to represent the district at external forums and events, where appropriate.

Key responsibilities & accountabilities

- develop and implement a district communications and marketing strategy that effectively communicates the Forestry England mission, vision, and values to the public and stakeholders
- develop and deliver engaging and effective marketing campaigns that promote Forestry England's services, events, and attractions to existing and potential customers
- provide oversight and management of the online presence across multiple channels, ensuring content is up to date, engaging, and user-friendly
- develop brand awareness within Yorkshire and maintain brand standards at Forestry England sites across Yorkshire, including signage, interpretation and on-site marketing
- manage requests relating to the Freedom of Information Act 2000 and Environmental Information Regulations 2004, supporting compliance
- support project development and delivery through the production and implementation of communication and marketing plans
- undertake proactive external communications to support business operations across and manage reputational risk
- work with external agencies to develop and deliver marketing and PR campaigns that achieve maximum reach and impact
- ensure effective internal communications between the various functions and promoting a 'one team'

approach

- work closely with the national teams to ensure a consistent and cohesive approach to communications and marketing across the organisation
- monitor and evaluate the success of marketing and communications campaigns and provide regular reports to the Senior Leadership Team
- manage reactionary communications, including complaints, incident management and press enquiries

And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- proven experience in a communications and communications role, including the production of plans and strategies
- a strong track record in developing and delivering successful marketing campaigns across a range of channels
- excellent written and verbal communication skills, with the ability to create engaging content that resonates with a diversity of target audiences
- experience managing websites and digital marketing channels
- a track record of effectively managing and prioritising complex workloads, including projects
- a creative thinker with the ability to generate new ideas and concepts
- a collaborative and team-focused approach, with the ability to build strong working relationships with internal and external stakeholders

Desirable professional and technical experience

- experience in the leisure or tourism sector
- knowledge of using SEO and PPC
- strong project management skills, with the ability to manage multiple projects simultaneously
- an understanding of forestry and conservation issues and/or a passion for them
- experience of creating story boards for short films
- line management experience
- knowledge of the Freedom of Information Act 2000 and Environmental Information Regulations 2004

Qualifications

Desirable

- Undergraduate degree or equivalent in communications, marketing or a similar subject

