

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

### Job summary

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

West District is one of six forest districts across the country and is responsible for the sustainable management of the nation's forests in the west and south-west of England, stretching from Shropshire to Cornwall.

This role will primarily work in the following areas:

- Worcestershire (our main forest centre Wyre Forest and other smaller woodlands)
- Shropshire (our main forest centre Haughmond Hill and other smaller woodlands)
- Bristol (Leigh Woods) and woodlands in the Mendip Hills
- Wiltshire (Savernake Forest and other smaller woodlands)

This role will be based in our office in Wyre Forest at least one day a week. There will need to be regular travel to our other offices in Mortimer Forest (Ludlow) and Leigh Woods (Bristol).

### Key responsibilities & accountabilities

#### Marketing - 60%

- develop and evaluate marketing plans (including budget management) for Wyre Forest and Haughmond Hill, to support local and national objectives
- work with local ranger teams to plan and coordinate marketing campaigns
- work with site partners (e.g. cafe, Go Ape) to deliver mutually beneficial marketing activity
- work with the wider marketing team to procure and contract manage the delivery of district-wide digital advertising campaigns
- oversee the content and quality of relevant pages of the Forestry England website
- support local ranger teams to manage social media channels; including Wyre Forest, Haughmond Hill, Leigh Woods, Savernake Forest
- maintain relationships with local DMOs - Visit Worcestershire, Visit Shropshire, Visit West
- use market research (visitor surveys) and data collection to target a wide range of visitors across all seasons to support sustainable visitor growth
- explore and support our emerging supporter development initiatives, such as corporate volunteering, individual giving, and legacy giving

#### Communications - 40%

- develop and deliver compelling content to tell the story of sustainable forestry, and our work for wildlife, for people, and for the climate
- promote good news stories and support key projects with activity including press releases, website updates, social media content, and internal communications
- plan and develop signage and interpretation around our forests
- maintain and develop partnerships with external bodies with whom we share a common vision, such as Natural England
- track and measure the impact and effectiveness of our communications in line with team KPIs
- respond efficiently and effectively to 'emergency' situations as they may arise on the estate to provide crisis management communications support to front-line staff

Other work as required:

- plan work 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 internal communications by supplying engaging stories for the district's intranet and encouraging better internal communications through attending local delivery team meetings

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 copywriting and editing for digital
- 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
- full UK driving licence

## Qualifications

### Desirable

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