

## Job Description - Digital Marketing Support Officer, Active Forests Programme

### Job Summary

The Active Forests programme, delivered in partnership with Sport England, encourages active visits to the nation's forests to improve wellbeing through physical activity and deeper connections with nature. Across more than 20 sites, Forestry England teams curate a varied programme of physical activity, health and wellbeing experiences, creating engaging activities for both new and returning visitors. Our vision is that everyone can enjoy inclusive forest experiences and delivery focuses on those people facing the greatest barriers to participation, targeting groups currently underserved by physical activity and nature organisations.

As Digital Marketing Support Officer, you will lead digital engagement for Active Forests by developing content for national social media and website channels, supporting local teams, and promoting campaigns in collaboration with partners. You'll work to grow advocacy among active audiences such as those walking, wheeling, cycling and running, build influencer relationships, and ensure content aligns with and supports the delivery of the Active Forests marketing strategy. This role sits within the national Engagement, Marketing & Communications team and involves close coordination with colleagues across the country.

### Key Responsibilities & Accountabilities

- Identify content and channel opportunities which allow us to drive our Active Forest target audiences to our products and core active offer.
- Develop and utilise partner relationships to reach and engage our target audiences.
- Create, schedule and coordinate Active Forests content on our digital channels, working closely with the national digital team to ensure this fits in with other scheduled content.
- Plan, create and monitor Active Forests digital advertising, using existing channels and ensuring that your work fits into the digital marketing strategy as a whole.
- Work closely with the national website team to ensure that Active Forests content is represented in the best way possible.
- Working with the national digital team and agencies, identify and nurture influencers for the Active Forests programme to develop and share content, ensuring Forestry England reaches a wider audience.
- Stay abreast of digital and social media trends and ensure that our activity complies with relevant best practice guidelines and regulations.
- Contribute to content creation, writing blogs, social posts and web content.
- Support local teams to promote the work of the programme of local channels and onsite as appropriate.
- Leading on evaluation of content on national channels and supporting district colleagues with local channel reporting.

### Location-Specific Information (optional)

Bristol, South West

## Skills, Knowledge & Experience

### Essential Professional and Technical experience

- Experience of working in a social media focused capacity in a multidisciplinary marketing and communications team environment
- Working experience of corporate use of mainstream B2C social media and digital advertising platforms
- Good copywriting and organisational skills
- Excellent communication, negotiation and influencing skills.
- Excellent IT user, with experience of Microsoft Office suite of applications, web and social platforms.

### Desirable Professional and Technical experience

- Basic understanding of Google analytics and Google Ads.
- Knowledge of new and emerging technologies and how they contribute to the communications mix.
- Knowledge and understanding of environmental, heritage or outdoor recreation sector

## Qualifications

### Desirable

- A relevant professional qualification or equivalent experience gained within a marketing, communications or similar digital role.
- Full UK driving license