

Job Description – Communications & Marketing Manager

Job Summary

- Professional and effective marketing and 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.
- Improving the understanding of our work, its benefits to people, nature and the economy amongst the public, our partners and members is key to this role.

Key Responsibilities & Accountabilities

- Provide clear and supportive line management to the Communications and Marketing team
- Participate as an active member of the District's Senior Management Team and advise them where communications can be used to limit business risks or improve income returns
- Lead on designing and planning a communications and marketing strategy, activity and resources that promote the work and reputation of Forestry England in East Forest District
- Lead marketing activity across the District, using market insight, to tell our story and grow our business priorities and improve our income returns
- Develop and manage business plans for the District's communications and marketing activity
- Lead design of internal communication activity that distributes consistent messages and profiles the positive work of all staff, leading to greater cohesion across cross functional teams and enhanced morale
- Monitor and anticipate communication activity that may impact on our reputation and design communication plans to mitigate the impact
- Lead the District's contributions to national communications and marketing campaigns and ensure alignment with the organisation's communications and marketing strategy
- Build relationships within the local business community who might be interested in sponsorship or volunteer events for their staff and other fundraising activities

Location-Specific Information (optional)

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Skills, Knowledge & Experience

Essential Professional and Technical experience

- Experience of building strategic communication and marketing plans to enhance corporate objectives
- Experience of handling media enquiries and using media outlets positively to promote work of the organisation and its staff
- Experience of designing and implementing marketing campaigns to promote the products and services of the organisation
- Experience of commissioning and managing marketing and public relations consultants
- Experience of team leadership and staff management
- Experience of using social media and digital communication tools proficiently

- Experience of using creative judgement to good effect for the benefit of the organisation
- Experience of analysing information and identifying relevant opportunities, messages and actions
- Experience of working as part of a team and across both the District and the organisation

Desirable Professional and Technical experience

- Experience of budget and staff resource planning and monitoring
- Experience of working in partnership across organisations for mutual benefit

Qualifications

Essential

- Educated to Degree or equivalent level
- Excellent IT skills