

Job Description - Active Forests Marketing and Communications Manager (PB4)

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 to create inclusive forest experiences that inspire movement and enhance physical, mental and social wellbeing, and delivery focuses on those people facing the greatest barriers, targeting groups currently underserved by physical activity and nature organisations.

As Active Forests Marketing and Communications Manager you will lead the marketing and communications activity for the Active Forests programme, increasing participation in physical activity across the nation's forests. The role will develop and deliver marketing campaigns, promote activities and events, support the development of new products targeted at less active audiences, manage sponsorship and partnership marketing activities, and communicate the programme's impact to key stakeholders and funders.

Key responsibilities & accountabilities

- Work closely with the national Visitor Marketing team and wider marketing and engagement team to ensure that Active Forests campaigns and messaging is aligned with organisational priorities and the Forestry England core brand.
- Lead on development and delivery of Active Forests national multi-channel marketing and storytelling campaigns working closely with the Active Forests Digital Marketing Officer and wider national marketing and engagement team. Drive continuous improvement of campaigns through marketing plans, collaborative working and robust monitoring and evaluation.
- Provide leadership, guidance and support to district colleagues to enable effective local delivery of national marketing campaigns.
- Work with national and local marketing colleagues to ensure 'always on' marketing of core active offer.
- Work with the Active Forests Digital Marketing Officer to identify content and channel opportunities and developing relationships and deliver effective influencer campaigns.
- Manage the Active Forests marketing budget and work closely with the Active Forests Digital Marketing Officer to maximise spend.
- Work closely with colleagues from Sport England (and other associated government departments) on both the development of marketing campaigns to drive visits and communications activity to demonstrate impact.
- Lead on the planning, development and delivery of the internal communications strategy for the programme, including ownership of the internal comms planner and Active Forests newsletter.
- Represent Active Forests at key internal and external meetings including district marketing forums and Active Forests team meetings.
- Lead the marketing elements of corporate partnerships and sponsorship agreements, ensuring delivery against agreed objectives.
- Line manage the Active Forests Digital Marketing Officer, supporting their development and encouraging innovation in marketing channels and audience engagement approaches.

Skills, knowledge & experience

Essential professional and technical experience

- Demonstrable experience of successfully developing and delivering a range of marketing and communications initiatives within a similar role, using a range of channels to support achievement of marketing and communications objectives.
- Demonstrable experience of managing directly employed team(s) and/or contractors to ensure effective delivery against organisational objectives.
- A relevant professional qualification or equivalent experience gained within a marketing, communications or similar income generating role.
- Demonstrable expertise in implementing marketing campaigns across a range of channels and multiple platforms to deliver against organisational marketing strategies.
- Demonstrable experience in internal and/or stakeholder communications
- Strong digital and IT skills, with experience of Microsoft Office suite of applications, together with e-marketing tools, web content management and social media platforms.

Desirable professional and technical experience

- Experience of developing and delivering marketing partnership programmes.
- Engaging effectively and intelligently with funding and delivery partners.
- Knowledge of behaviour change, physical activity promotion and/or public sector campaigns.

Qualifications

Desirable

- Full UK driving license