

Job Description - Community Woodland Communication and Interpretation Officer (PB6a)

Job summary

You will work alongside the Project Manager and the Engagement Officer to support the Silk Wood Community Planting Project. There will also be support from the Marketing and Communications Team to increase your skills and knowledge, as well as opportunities to contribute to other engagement projects in development at the arboretum.

This role delivers the communications and interpretation-based outcomes of the project, which is focused on regenerating 5 hectares of clear-felled woodland in Silk Wood due to an ash dieback outbreak. You will be responsible for informing visitors about the threats our trees face, how Westonbirt is working to make Silk Wood more resilient, and how people can get involved and support the activity. You will tell the story of the Community Woodland through signage, managing photography and videography, producing blogs and video content and liaising with the local press.

You will work closely with volunteers to capture stories and experiences, and with the Marketing Team to ensure consistent communications with all stakeholders. The Project Team will also support report writing and communication to funders.

This role will involve some year-round outdoor work in all weathers and on rough ground. An enhanced DBS check is required as this role will involve working with schools and community groups, including those with vulnerable adults. This may also include leading and/or working with small groups and in one-to-one situations.

Key responsibilities & accountabilities

Communications

- actively participate with the wider site team, ensuring effective internal and external communication
- work with our marketing team to promote the project within the community through production of publicity and marketing materials as required
- continually document the project through photography, film, and other media, ensuring appropriate GDPR and safeguarding processes are followed

Programme delivery

- manage the delivery of key interpretation projects including developing briefs, working with external designers / contractors, writing content / sourcing imagery, installation and project management to ensure delivery on time and budget.
- update digital interpretive channels.
- develop and supervise engagement activities with participants and members of the public

Building long term capacity

- assist with implementing a rigorous evaluation process that captures both the success of projects and allows us to refine our ways of working, ensuring timely and accurate reporting to funders
- assist with boosting Westonbirt's profile and the integration of the project within the arboretum's visitor offering
- support with key milestones of project, such as celebration events, legacy activities and future projects

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

Skills, knowledge & experience

Essential professional and technical experience

- at least 2 years' experience collating visual content, stories or data to create physical or digital outputs
- excellent communication and interpersonal skills, with the ability to convey complex ideas and concepts to a range of audiences
- proven experience in creating social media content
- experience of using evaluation tools to measure the impact of communication and/or interpretation activities
- strong organisational and project management skills, including the ability to plan, prioritise and manage workload effectively
- a sound working knowledge of Microsoft Office packages and design applications such as adobe creative suite
- a full driving licence that enables driving in the UK

Desirable professional and technical experience

- experience of working in heritage, environmental or visitor attraction sectors
- experience of designing content
- experience of working with the press to promote a project
- experience of video editing
- experience of working with schools, volunteers or community groups
- experience of supervising volunteers
- knowledge and understanding of threats to trees and woodlands, as well as the importance of conservation and sustainability

