Job Description – Marketing Officer – National Events, Commercial Visitor Development and Camping (PB5)

Job Summary

This is a fixed term full time role that works with Marketing Manager on our National Events programme and our overnight stays and camping provision.

The national events programme includes our Forest Live concert series, which is our largest public engagement programme attracting over 140,000 customers each year. Previous artists have included Sting, Nile Rodgers & CHIC, Fatboy Slim, Becky Hill, Paloma Faith, who have performed at our four forest venues across England, with capacities up to 9,750. Forest Live has been running since 2001 and over its 25 year history has had over 2.5 million customers. Our illuminated trails are another important part of our national events programme they run throughout the festive season and include trails for Christmas and Halloween. Our events market is a huge area of growth potential for us, as a way of generating income, raising our profile and increasing our engagement with wider audiences.

The activity carried out in this role has a direct impact on the income and ticket sales generated through our national events programmes. The post holder will help deliver a dynamic and effective marketing programme, to sell tickets for our events, manage our relationship with our audience and raise awareness of the work of the broader Forestry England.

The role supports the marketing for overnight stays at Forestry England, working with the Overnight Stays Marketing Manager on their digital marketing activity for one day a week, overseeing digital marketing channels including social media, digital ads and email marketing in collaboration with accommodation partners to ensure consistency of messaging and brand throughout all joint activities.

The role is responsible for creating and delivering communications plans whilst also supporting on the marketing campaigns for our growing camping and overnight stays offer which includes promotion of campsites, off-grid cabins, motorhome stopovers and more.

The role plays an important part in building our audience and establishing brand awareness among our audiences. They are an essential part of the team, delivering digital marketing activity and other marketing activations that drive sales. The marketing coordinator creates marketing and communications activity that reaches audiences on a large scale, promoting brand content regularly to a large email marketing database, social media accounts and over 140,000 concert goers each year.

Content creation and curation is an important part of the role which involves planning and creating content independently and in collaboration with photographers, videographers and creators in order to effectively engage our audiences and drive sales.

It also includes regular liaison with many different internal colleagues, teams and stakeholders across the organisation as well as external partners including Live Nation's Cuffe & Taylor and suppliers such as design agencies.

Key Responsibilities & Accountabilities

- Support the Marketing Manager, National Events on all aspects of events marketing campaign planning, delivery and evaluation.

- Support the marketing of our Overnight Stays and Camping offers at Forestry England for one day a week.
- Plan, create, curate and coordinate Forest Live and overnight stays social media content across our dedicated Forest Live and Forestry England Camping channels on Facebook and Instagram. Working with the National Digital Team find opportunities to create and promote campaign content across all national social media channels.
- Effectively manage our social media and digital communities ensuring they are engaged and supportive of our national events programmes.
- Develop and maintain content calendars to plan and brief content across social media and email channels.
- Planning and creating content at events and concerts that generate awareness and engage audience with Forest live. This includes working with the marketing manager to brief photographers, designers and videographers.
- Plan, create and evaluate marketing emails to promote events marketing campaigns using Marketing Cloud software to build and edit email content. Work with the National Digital Team, marketing teams, and partners to identify inclusion opportunities in other relevant marketing emails and newsletters.
- Identify opportunities to work with influencers to effectively promote national events programmes and overnight stays. This could involve working with other internal colleagues, agencies or directly with influencers.
- Create, maintain and optimise website content across forestryengland.uk and forestlive.com websites. Work with the National Website Team to create and maintain landing pages, activity pages and event pages.
- Stay abreast of digital and social media trends to find new ways to engage our audiences and ensure that our activity complies with relevant best practice guidance on content performance, presentation and accessibility.
- Lead on evaluation of all digital content, including email marketing, organic and paid social media using tools such as Meta business suite, GA4 and Marketing Cloud to produce monthly reports that can help to make recommendations for campaign optimisation.
- Ensure all marketing activity is in line with Forestry England brand guidelines, tone of voice, and achieves best-practise for accessibility.
- Create and deliver digital advertising campaigns using Meta channels.
- Provide support and guidance to district and local venue teams to promote campaigns and national events effectively on local digital channels and onsite.
- Work with our internal Design Team and external agencies to brief and create effective assets that can be used in our marketing campaigns.
- Working directly with internal stakeholder and external partners to support on campaigns and help to develop effective working relationships.
- Support with contingency and crisis communications processes for national events programmes to effectively inform audiences of issues and mitigate brand reputation issues.
- Deputise for the Marketing Manager, National Events or Overnight Stays Marketing Manager as appropriate.

Location-Specific Information (optional)

Bristol office is the preferred location.
However, this role can be based at any Forestry England office, with travel to the Bristol office expected 2- 4 times per month.

Blended (home and office working) working patterns are an option for this role.

Skills, Knowledge & Experience

Essential Professional and Technical experience

- Creative and confident copywriter.
- Experience of working on campaigns in a multidisciplinary marketing and communications team environment, including experience of website content, email marketing, digital advertising and social media management.
- Working experience of corporate use of mainstream B2C social media and digital advertising platforms.
- Experience of using digital marketing and email marketing software to develop, deliver and evaluate successful campaigns.
- Experience of monitoring and analysing digital marketing channels and campaigns to improve content and channel performance, utilising tools such as Google Analytics, Meta Business Suite and Marketing Cloud.
- Experience of building and maintaining effective working relationships with internal colleagues, external partners, stakeholders and customers.
- Ability to prioritise and manage a varied workload while maintaining a high attention to detail.
- Understanding of GDPR legislation, accessibility and implications on digital marketing.
- Experience of social media content creation for marketing purposes.
- Experience of running successful digital advertising campaigns, particularly using Meta channels
- Excellent IT user, with experience of Microsoft Office suite of applications, together with e-marketing, web and social media platforms.
- Highly organised individual with excellent project coordination skills.
- Flexible, agile and adaptable to change in fast-paced environment.
- Ability influence staff to adopt best practice and deliver projects.
- Problem solver who is able to find solutions and escalate any issues as appropriate.
- Collaborative worker with ability to find efficient solutions for working together.

Desirable Professional and Technical experience

- Experience using image and video editing software this could include; Canva, Adobe Photoshop or Premiere Pro.
- Experience of providing internal guidance, training and support.
- Experience of promoting events or working in an live events environment
- Experience of running digital advertising campaigns using Google channels
- Willingness to maintain knowledge of new and emerging trends and how they contribute to the communications mix
- Relevant qualification in marketing or digital marketing
- Strong interest in events industry, including live music and illuminated trails, and willingness to engage with latest events industry trends and developments.

Qualifications

Essential

- Relevant qualification at degree level or equivalent marketing qualification

Forestry England