

## Job Description - Communications Officer (PB5)

### Job summary

Forestry England is seeking a creative and organised Communications Officer to support delivery of high-quality, integrated communications across a range of priority areas, including our partnership with Forest Holidays.

Working within the Brand and Engagement team and reporting to a Communications Manager, you will play a key role in delivering engaging content, supporting campaigns, and helping to tell the story of Forestry England's work to a wide range of audiences, ensuring the use of Forestry England's tone of voice and brand guidelines.

The role will involve supporting communications activity linked to Forest Holidays' new sites development, helping to ensure consistent messaging and strong partnership working. The remainder of the role will support wider organisational priorities, contributing to campaigns and projects that connect people with our forests and our work.

This role requires strong storytelling ability, excellent organisational skills, and the confidence to work collaboratively with colleagues and partners across the business.

### Key responsibilities & accountabilities

- Support the planning and delivery of integrated communications activity across a range of projects and priority areas, ensuring alignment with Forestry England's brand, tone of voice and key messages.
- Support the development and management of the External Communications team annual plan
- Provide communications support to the Forest Holidays partnership, including:
  - Developing and delivering content across channels
  - Supporting community engagement around proposed new site developments
  - Working closely with internal teams and Forest Holidays colleagues, as well as external planning consultants to ensure coordinated messaging
- Create engaging content for a variety of channels, including digital, social media, press and print, adapting style and format for different audiences.
- Assist in the development and delivery of communications plans for projects and campaigns, working with Communications Managers and subject experts.
- Work with colleagues across Forestry England (including district teams and specialists) to identify stories and opportunities, translating complex information into clear, accessible and engaging content.
- Support media activity by drafting press releases, case studies and reactive lines, working with the wider communications team to maximise coverage.
- Coordinate communications activity across multiple channels, ensuring a joined-up and consistent approach.
- Build positive working relationships with internal stakeholders and external partners to support effective collaboration and delivery.
- Proactively identify and develop opportunities for greater understanding, supporter development, partnership working, helping to generate income and extend our reach.
- Support administration, planning and reporting processes to ensure communications activity is delivered effectively and on time.
- Undertake other tasks as reasonably requested by your line manager.

### Skills, knowledge & experience

#### Essential professional and technical experience

- Experience working in a communications, PR or marketing role, supporting delivery of campaigns or projects.
- Strong writing, editing and storytelling skills, with experience creating content for a range of channels.
- Ability to translate complex or technical information into clear and engaging communications for different audiences.

- Experience of working collaboratively with a range of stakeholders, building positive and productive relationships.
- Good organisational skills, with the ability to manage multiple tasks and deliver to deadlines.
- Competent IT user, including MS Office and digital tools relevant to communications delivery.
- Experience of using digital platforms and tools, including social media and content management systems.
- Competence in using AI to support communications delivery and improve outputs, applied in a safe, ethical, and quality-assured manner.
- A proactive and flexible approach, with the ability to work both independently and as part of a team.

## Qualifications

### Essential

- Degree and/or professional qualification in communications, PR, marketing or a related field, or equivalent relevant experience.

## Skills, knowledge & experience

### Communicating and Influencing

- Use a range of communication methods effectively, including digital tools, ensuring messages are clear, targeted and audience-focused.

### Working Together

- Build strong working relationships across teams and with external partners, collaborating to deliver joined-up communications.

### Managing a Quality Service

- Support delivery of high-quality communications outputs, helping to maintain standards, processes and continuous improvement.

### Delivering at Pace

- Take responsibility for delivering timely and effective communications activity, managing priorities and meeting deadlines.

## Further Information

The location of this role is flexible, within reach of a Forestry England office as a base (not expected to work from an office every day of the week). The post holder would be expected to have access to the National Office in Bristol roughly once a month to benefit from contact with the wider team. <https://www.forestryengland.uk/our-offices>

As the post involves dealing with contacts across Forestry England and partners Forest Holidays, occasional travel with stays away from home is a requirement of this post.

This is a full-time role for 37 hours per week, across seven days, but which will normally be worked Monday to Friday each week. However, the nature of the work may include requirement for some rostered working to cover work on some weekends, public and privilege holidays and evenings (with the exception of Christmas Day).

