

## Job description - Marketing Officer (Access)

### Job summary

At Forestry England we are committed to making a difference to people's lives by improving the accessibility of the nation's forests. Through our Access programme which is supported by targeted funding from UK Government, more people than ever before are getting out into their local forest and enjoying the health and wellbeing benefits of being out in nature.

After four years of successful delivery, we have completed 110 ambitious access projects at 63 forest locations across the country including; new Changing Places toilets, accessible walking, wheeling and cycling trails, inclusive play areas, accessible seating and so much more. With more funding secured there's more great work to be done and it is now so important we tell the story.

### The Role

To tell the story of our forests as welcoming and inclusive green spaces, available for everyone to enjoy. This role will be responsible for growing awareness of our accessible recreation offer to attract new and existing audiences by developing engaging content and campaigns, signposting people to find accurate and relevant information that will help them to plan their visits. You'll work to grow advocacy among key target audiences and build relationships with relevant partners to highlight our work. You will work in collaboration with a wide range of national colleagues and support local teams to achieve this.

The role will be a combination of working nationally to increase awareness of our accessible visitor offer and supporting regional marketing colleagues with the tools they need to promote local facilities and reach specific audiences.

This role sits within the National Engagement, Marketing & Communications team and involves close coordination with other national programme colleagues as well as colleagues across the country.

### Key responsibilities & accountabilities

- Develop and deliver an inclusive, multi-channel marketing plan that aligns with the Visitor Marketing Strategy to promote the nation's forests as accessible spaces for everyone to enjoy.
- Work with colleagues across the national and district teams to ensure accessibility messaging is being reflected in all visitor marketing activity, acting as an internal consultant. In particular, working closely with the Visitor Marketing team.
- Identify content and channel opportunities, marketing approaches and partnerships to reach and grow new audiences.
- Identify content creators to continue to build our bank of lived experience content that showcases our offer.
- Work closely with national and local teams to ensure we provide accurate and relevant information to our visitors in an accessible and inclusive manner, to best practice standards.
- Support district marketing leads local teams to coordinate and effectively promote their accessible spaces and facilities on local channels and on site as appropriate.
- Collaborate with the wider Digital Marketing team to plan, create and monitor engaging organic content and digital advertising to promote our forests as welcoming and accessible, ensuring that your work fits into the digital marketing strategy.
- Work closely with the national website team to ensure that Access content is represented in the best way possible. Contribute to writing blogs and web content.

- Work with our in-house Brand & Design team to coordinate and support Access programme requirements.
- Work with our communications and media teams and relevant stakeholders to build our sector profile as a leader in accessible outdoor recreation.
- Work with the Access programme team to build internal engagement with the programme and share updates and achievements across the organisation.
- Ensure all work is based on thorough research and monitored and evaluated effectively to enable continual improvement and delivery of KPIs. This includes supporting district colleagues with local channel reporting where required.
- Agree and manage delegated budgets.

#### Location-specific Information (optional)

- Can be based at any Forestry England office but with a preference for reasonable proximity to our Bristol office to enable regular face-to-face contact with national marketing colleagues. Blended working is possible.

#### Skills, knowledge & experience

##### Essential professional and technical experience

- Experience of working in a social media focused capacity in a multidisciplinary marketing and communications team environment
- Experience of developing and implementing marketing plans
- Track record of successfully developing and delivering marketing initiatives within a similar role, using a broad range of channels to reach diverse target audiences.
- Experience of measuring initiatives and campaigns to monitor and evaluate impact.
- Good copywriting and organisational skills
- Excellent communication, negotiation and influencing skills.
- Experience of cross-organisational / departmental working
- Excellent IT user, with experience of Microsoft Office suite of applications, web and social platforms.

##### Desirable professional and technical experience

- Experience of working with audiences with protected characteristics
- A relevant professional qualification or equivalent experience gained within a marketing, communications or similar income generating role.
- Experience of internal communications to improve employee engagement
- Knowledge and understanding of environmental, heritage or outdoor recreation sector
- Full UK driving license

#### Qualifications

##### Essential

- A GCSE in Maths and English or functional skills equivalent.