

Job description - Multimedia Officer (PB5)

Job summary

This post sits within the Recreation and Engagement team in West District.

West District is one of six forest districts across the country and is responsible for the sustainable management of the nation's forests in the west and south-west of England, stretching from Shropshire to Cornwall.

We're looking for an experienced Multimedia Officer who will be responsible for leading the creation of high-quality visual and digital content that brings Forestry England's work to life. Working across West District, you will identify, develop and share compelling stories that showcase our forests, conservation work, visitor experiences and organisational impact.

Through photography, videography, digital content creation and campaign support, the Multimedia Officer will help engage audiences, strengthen Forestry England's reputation, support biodiversity and nature recovery programmes, and drive visitor engagement and income.

You will work closely with colleagues across the district and you will be the lead specialist for multimedia production, digital storytelling and visual content management.

This role will be based either in our district office in Coleford, Gloucestershire or our sub-office at Haldon Forest Park near Exeter. Regular travel will be required across the district.

Key responsibilities & accountabilities

Multimedia creation:

- Produce high-quality photography and videography across West District for our marketing and communications.
- Identify, research and develop engaging stories that showcase Forestry England's work.
- Plan, film, edit and deliver multimedia content suitable for a wide range of channels and audiences.
- Design content according to both our marketing strategy and our target audiences, and evaluate success.
- Work closely with colleagues across departments to identify opportunities to capture and communicate successes.

Digital marketing:

- Support the planning and delivery of digital campaigns across platforms including Google, Meta and YouTube.
- Work with marketing and communications colleagues to deliver integrated campaigns..
- Keep up to date with developments in photography, videography, digital marketing, social media and artificial intelligence.
- Identify opportunities to improve workflows, content quality and audience engagement.
- Champion creative and innovative approaches to storytelling across the district.

Asset management:

- Manage and maintain the district's library of photography, video and digital assets.
- Ensure content is accurately catalogued, stored and accessible for future use.
- Maintain photography and filming consent records and ensure compliance with UK GDPR and organisational policies.

Other work:

- Plan work and deliver according to a yearly budget
- Work within and as part of the wider district engagement team to plan campaigns and initiatives collaboratively. This requires attendance at local delivery team meetings
- Build positive working relationships with colleagues and stakeholders.
- Support internal communications by supplying engaging stories for the district's intranet and monthly newsletter.

And any other task reasonably requested by your line manager.

Skills, knowledge & experience

Essential

- Professional experience of photography and photo editing.
- Professional experience of video production, filming and editing.
- Proficiency in creative software such as Adobe Creative Cloud (or equivalent).
- Experience creating content for digital and social media platforms.
- Understanding of digital marketing principles and audience engagement.
- Experience developing and delivering visual storytelling projects from concept through to publication.
- Experience managing multiple projects and competing priorities.
- Experience working collaboratively with a range of stakeholders.
- Excellent written and verbal communication skills.
- Strong creative thinking and storytelling ability.
- Ability to identify opportunities and work proactively with minimal supervision.
- Strong organisational skills and attention to detail.
- Ability to work flexibly, including regular travel across the district and attendance at events.
- Full UK driving licence

Desirable

- Understanding of copyright, image usage rights, consent management and GDPR requirements.
- Experience planning and delivering paid digital advertising campaigns through Google Ads and Meta platforms.
- Experience working with influencers or content creators.

Qualifications

Desirable

- A drone licence (or the willingness to obtain one)