

Job Description - Marketing & Communications Officer (PB6a)

Job summary

The Marketing and Communications Officer is an important role for Forestry England's North District. Working as part of a team, you will help bring our work to life, promoting and enhancing the district's image, increasing its visibility, and encouraging people to visit the nation's forests. You will be a custodian of our visual and written content and a proud champion of the diverse range of work that happens in our district.

Reporting to the Marketing and Communications Manager, this role will support the delivery of the Marketing and Communications strategy for North District. You will promote the work of Forestry England by telling the story of the nation's forests and the benefits they provide for climate, nature, people and the economy.

You will create engaging and dynamic content to support and promote our activities district-wide. This will include those that directly deliver Forestry England's national strategy (e.g. recreation, ecology, forestry, heritage), and those that are critical to enabling this (e.g. civil engineering, fundraising and projects, estate management). You will promote North District as a leading provider of outdoor recreation activities, supporting teams to achieve their business plan objectives.

Key responsibilities & accountabilities

- Support the Marketing and Communications Manager to implement a District Marketing and Communications strategy that effectively communicates Forestry England's mission, vision, and values to potential visitors to the nation's forests and Forestry England's stakeholders.
- Develop fresh, informative and high-quality content (photography, video and copy) to drive engagement levels across web, social media and print.
- Look for ways to grow and improve our current channels and strategies by analysing and interpreting campaigns results.
- Work with operational teams to translate technical activity into accessible, engaging communications.
- Develop and enhance North District's online presence across multiple channels.
- Ensure content is in line with brand guidelines, tone of voice, accessibility and UX guidance.
- Work closely with the Marketing and Communications Manager to support the delivery of the district strategy and Forestry England national strategies.
- Work closely with colleagues in the national team to keep abreast of digital and social media trends to ensure that our activity complies with best practice and regulations. And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- Experience of managing and evaluating digital marketing channels.
- Ability to create videos, reels, stories and static assets for social media platforms.
- Experience of photography and videography.
- Excellent writing skills.
- Understanding of image consent, GDPR and implications on digital marketing.
- Ability to create impactful and creative copy.
- Ability to prioritise and manage a varied workload while maintaining a high attention to detail.
- Competent IT user, with experience of Microsoft Office suite of applications, together with social media platforms.
- Experience of delivering marketing and/or communications activity, ideally within the environmental, heritage or outdoor recreation sectors, or strong transferable experience combined with a

demonstrable personal commitment to these areas.

Desirable professional and technical experience

- Experience using Adobe Premiere Pro, Photoshop and Canva.
- Relevant qualification in digital marketing.

Qualifications

Essential

- Full UK manual driving license.