

Job description - Communications 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 Communications Officer to lead and deliver communications across the Forest of Dean, helping tell the story of one of England's oldest and most unique forests.

We are looking for someone who has a strong communications background and a love for the Forest of Dean to continue the positive work of telling the rich story of the Forest. You will be responsible for developing and delivering proactive and reactive communications that support organisational objectives, promote Forestry England's work, and help build public understanding of how we manage the nation's forests sustainably.

The role involves working closely with our wider marketing and communications team, colleagues in operational roles and a range of partners to identify opportunities, develop content, manage media relations, and ensure consistent messaging across a range of channels.

This role will be based in our office in Coleford, Gloucestershire.

Key responsibilities & accountabilities

- Develop and deliver compelling content to tell the story of sustainable forest management, and our work for wildlife, for people, and for the climate
- Promote good news stories and support key projects with activity including press releases, website updates, social media content, and internal communications
- Lead reactive communications for emerging issues, ensuring messaging is timely, accurate and consistent
- Design and implement communications around forest operations and other works taking place within the forest
- Plan and develop interpretative signage, working with our design team
- Collaboratively manage social media channels, creating content and responding to messages
- Oversee the content and quality of relevant pages of the Forestry England website
- Develop and maintain relationships with external partners, e.g. Gloucestershire Wildlife Trust, RSPB
- Track and measure the impact and effectiveness of our communications, in line with team KPIs
- Respond efficiently and effectively to emergency situations as they arise, providing crisis management communications support to front-line staff
- Plan work and deliver according to a yearly budget
- Work with the wider district engagement team to plan campaigns and initiatives collaboratively
- Actively engage with local delivery team meetings and build positive working relationships with colleagues in a range of different job roles
- 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

- Relevant experience in a communications environment
- Relevant experience of developing content in all forms of media (digital and print) to support communications objectives
- Strong digital knowledge and skills, including content creation, promotion, and social media management
- Creative flair and excellent written skills, with proven experience of copywriting and editing for digital
- Proven organisational skills with the ability to work to tight deadlines and balance priorities whilst managing several projects simultaneously
- Ability to work independently, use initiative, and solve problems
- Excellent interpersonal skills including the ability to liaise effectively with a wide range of staff and partners
- Excellent IT skills including word processing, spreadsheets, and using CMS
- Ability to work effectively in a geographically spread team
- Full UK driving licence

Qualifications

Desirable

- A relevant professional qualification e.g. CIM or CIPR or substantial experience
- Relevant experience in a marketing environment