

Job Description - Communications and Marketing Officer, Yorkshire

Job summary

The Communications and Marketing Officer is an important role for Forestry England's Yorkshire 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 the district's visual and written content and a proud champion of the diverse range of work that happens in our district.

Reporting to the Communications and Marketing Manager, this role will support the delivery of the Communications and Marketing strategy for Yorkshire 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.

In this role 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). They will promote Yorkshire Forest District as a leading provider of outdoor recreation activities, supporting teams to achieve their business plan objectives.

The Communications and Marketing Officer will support the coordination and management of internal communications in Yorkshire, ensuring that Forestry England's national strategy, messages and values are communicated effectively to staff across the district. You will support the development of a communications mapping project, constantly improving and developing to fit the needs of a diverse team and range of external stakeholders.

Key responsibilities & accountabilities

Accountability

- Support the Communications and Marketing Manager to implement a District Communications and Marketing 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 and deliver engaging and effective content, maintaining Forestry England's brand and corporate guidelines through both written and visual mediums.
- Develop and enhance Yorkshire Forestry District's online presence across multiple channels, ensuring content is up to date, engaging, and user-friendly.
- Support the development of brand awareness within Yorkshire and nationally by maintaining brand standards at Forestry England sites across Yorkshire, including signage, interpretation and on-site marketing.
- Work closely with the Communications and Marketing Manager to support the delivery of the district strategy and Forestry England national strategies.

Responsibilities

- Manage and develop the district's photography and videography bank to ensure we are relevant and portray the forests and woodlands in the best possible manner.
- Provide press office support to achieve high impact coverage across a wide range of media channels to support business priorities.
- Support the delivery of the overarching plan to improve internal communications and collaboration in the district and encourage engagement of staff through quarterly newsletters and our district intranet.
- Work with the Marketing and Communications Manager to schedule and coordinate content across all digital channels, increasing levels of support and engagement, driving visitors to our sites and increasing revenue.
- Maintain a strong presence on web and digital marketing channels to drive visits to the nation's forests in Yorkshire.
- Monitor and evaluate our social media activity to ensure we are delivering on our plans and

responding to issues effectively.

- 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.
- Any other tasks, reasonably requested by your line manager or Head of Recreation and Visitor Experience.

Location-Specific Information

The post will initially be based at Forestry England's Yorkshire Office in Pickering. It will move to the Dalby Forest Office in autumn/winter 2027.

Skills, knowledge & experience

Essential professional and technical experience

Essential

- Experience of working in a marketing and/or communications role.
- Working experience of use of mainstream social media platforms such as Facebook, Instagram, TikTok and analytical tools.
- Excellent written and verbal communication skills, with the ability to create engaging content that resonates with a diverse range of target audiences.
- Experience managing websites and digital marketing channels.
- A track record of effectively managing and prioritising complex workloads, including projects.
- A creative thinker with the ability to generate new ideas and concepts.
- A collaborative and team-focused approach, with the ability to build strong working relationships with internal and external stakeholders.

Desirable

- Experience in the leisure, tourism or environmental sector.
- Experience using design software such as InDesign, Photoshop or Illustrator.
- Experience using social scheduling platforms such as Meta Business Suite, Hootsuite or similar.
- Experience of running targeted digital campaigns with an understanding of ROI and PPC.
- An understanding of forestry and conservation issues and/or a passion for them.

Qualifications

Essential

- None

Desirable

- Undergraduate degree or equivalent in communications, marketing or a similar subject.

