

## Job Description - Communications Manager (PB4)

### Job summary

This role leads communications and public engagement for a high-profile national programme to create and install Covid-19 commemorative features in the nation's forests. These features will provide spaces for reflection, remembrance and recognition of the lives lost, the impact of the pandemic, and the sacrifices made across society.

Working closely with the programme director, a multidisciplinary team and communications colleagues in Forestry England's national team and six districts, you will manage all aspects of communications for creating and installing the features in forests. This will include media relations and stakeholder and community engagement. The role requires strong communications management, excellent content creation skills, and a commitment to inclusive and accessible communications.

As well as excellent communications skills, this role requires the ability to lead compassionate engagement with people affected by loss and trauma, ensuring their voices are heard and reflected with care, respect and dignity.

This is a fixed-term role aligned to the lifespan of the programme, with a strong emphasis on legacy, accessibility, and community collaboration.

This is a temporary appointment until 31 March 2028 with the possibility of extension or permanency but no guarantee. Travel across England will be required with occasional overnight stays necessary. The role will be based in a local Forestry England office with flexibility for blended working (see details below). Please be aware that this role can only be worked in the UK and not overseas.

### Key responsibilities & accountabilities

#### Communications strategy and planning

- Develop and deliver an integrated communications plan collaborating with colleagues nationally and in Forestry England's districts, to engage the public, stakeholders and media in Forestry England's Covid-19 commemoration programme.
- Develop consistent messaging and a clear communications approach whilst responding to local contexts and audience needs.
- Use audience insights and data analytics to refine content strategies, measure success and deliver targeted communications effectively to different audiences.
- Make sure all communications follow accessibility best practice and are inclusive by default, supporting diverse audiences including those with disabilities.

#### Creating content

- Create engaging, accessible content to be used across multiple channels including digital and news media, meeting Forestry England's tone of voice and brand guidelines.
- Liaise with colleagues managing Forestry England's channels so that publication is timely with the potential to achieve maximum impact.
- Develop case studies, news stories, video content and social media assets that bring the programme to life and demonstrate community participation and creative opportunities.

## **Community engagement and community co-creation**

- Lead the programme team to plan and deliver high-quality community stakeholder engagement events and opportunities as part of community participation in the programme.
- Develop communications materials that facilitate meaningful, sensitive engagement with communities, advisory groups and stakeholders.
- Ensure communications reflect the diverse experiences of the pandemic across different communities, cultures and backgrounds.
- Work collaboratively with commissioned artists and creative partners to communicate artistic intent in an accessible and engaging way.

## **Stakeholder and media relations**

- Collaborate with Forestry England national teams, district colleagues including communications leads, and external partners including government communications contacts to co-ordinate messaging and maximise impact.
- Build and maintain strong relationships with regional and local media, developing proactive stories and responding to media enquiries.
- Provide expert communications advice and support to programme team colleagues and senior leaders.
- Co-ordinate with the national media and reputation team to ensure consistent messaging and accurate, compelling context about the breadth of Forestry England's work.

## **Crisis and reactive communications**

- Provide reactive and crisis communications support, working closely with colleagues in the national media and reputation team, to respond in a timely and accurate way to issues concerning the development and delivery of the programme.
- Monitor social media and other digital platforms to track relevant news and discussions and help prepare responses when needed to correct misinformation.

## **Evaluation and reporting**

- Take a lead role in evaluating the effectiveness of communications, using insights and data to enhance how we engage with targeted audiences.
- Provide timely reporting information about the development, delivery and communications impact of the programme.
- Contribute to regular updates and evaluation reports for the programme board and external stakeholders including the funders.

## **General**

- Any other tasks reasonably requested by your line manager.

## **Skills, knowledge & experience**

### **Essential professional and technical experience**

- Strong written and oral communication skills with the ability to write clearly and present effectively for diverse audiences.
- Experience in developing and delivering multi-channel communications plans to build awareness and influence behaviours.
- Experience of working with news media proactively and reactively with a focus on reputation management.
- Experience of engaging with and shaping communications around sensitive and emotionally complex subjects

- Excellent skills to create content across digital, social media, print and other channels.
- Understand and effectively use digital and social media platforms
- Excellent planning and organisational skills with the ability to manage multiple priorities and meet tight deadlines.
- Experience in stakeholder engagement and building effective working relationships at all levels.
- Experience in community engagement and co-creation approaches.
- Experience in creating accessible, inclusive communications that reach diverse audiences.
- Ability to analyse complex information and create clear, audience-appropriate messaging.
- Proficiency in MS Office (Word, Excel, Outlook, Teams) and communications tools.

### **Desirable professional and technical experience**

- Experience managing communications on creative, environmental, heritage, cultural or placemaking projects.
- Experience working with government departments or public sector bodies.
- Understanding of the health and wellbeing benefits of green spaces.

## **Qualifications**

### **Essential**

- Degree or equivalent experience in communications, marketing, public relations or a related field.

### **Desirable**

- Professional communications qualification or membership of professional bodies such as CIPR.

