



Forestry Commission
England



Westonbirt
The National
Arboretum

Discover
Green Careers
at Westonbirt

Marketing Officer

Job role

To support the marketing and communications department at Westonbirt with the planning and delivery of marketing and communications campaigns

Key Work Areas

1. Digital marketing and social media (40%)

- Lead the construction and delivery of an engaging and high quality email newsletter each month
- Monitor and contribute to Westonbirt's social media channels to support each campaign in a timely fashion
- Update and monitor Westonbirt's online presence, ensuring key visitor and membership information is kept up-to-date
- Report monthly on website performance
- Lead on photography and social media, generating content each week for Facebook, Twitter and Instagram

2. Co-ordination of marketing materials (40%)

- Co-ordinate procurement, delivery and distribution of marketing materials – briefing internal and external designers, printers and distributors
- Manage the process to ensure materials arrive on time and to the agreed budget
- Create and distribute materials on site
- Support the commissioning of photography and filming for marketing and communication purposes
- Co-ordinate the procurement and delivery of advertising campaigns in discussion with the Marketing and Communications Manager – ensure adverts appear at the appropriate times and to budget

3. Finance (20%)

- Maintain a robust process for raising purchase orders, paying invoices and keeping financial records
- Work with the Marketing and Communications Manager to ensure activities are delivered to budget