



Forestry Commission  
England



Westonbirt  
The National  
Arboretum

**Discover**  
**Green Careers**  
at Westonbirt

**Marketing & Communications  
Manager**

## Job role

To manage the communications and marketing of Westonbirt in order to achieve agreed business plan targets

## Key Work Areas

### 1. Press and PR (30%)

- Act as the media contact for Westonbirt and handle national and regional media enquiries
- Maintain and create relationships with key media contacts, proactively seeking new media opportunities
- Identify relevant and newsworthy stories that will generate coverage and communicate Westonbirt's key messages in a positive way
- Act as the filming and photography contact for Westonbirt
- Work with the Forestry Commission PR team and supporting agency when necessary

### 2. Marketing and partnerships (25%)

- Oversee the production of creative marketing campaigns for events and seasons
- Work with the national team to market Westonbirt's concert series
- Lead on the production of marketing materials and local partnerships with retail and tourism outlets
- Oversee the production of the monthly email newsletter and proof read for message and content, and monitor its effectiveness
- Seek to gain new local partnerships that would benefit Westonbirt's business and marketing objectives

### 3. Websites and social media (25%)

- Have oversight of websites, working with teams to ensure the websites achieve their objectives and progress is made in updating and refreshing content
- Edit websites as necessary
- Lead on social media strategy, think creatively about the use of social media channels and seek to increase figures and progress content
- Collaborate with other teams to increase the use of video on our social media channels

### 4. Leadership and management (20%)

- Lead on communications for Westonbirt
- Have full oversight of marketing, public relations and social media. Seek to develop existing platforms and set achievable targets
- Manage the Westonbirt brand, making sure team are aware of how to use the logo and ensure guidelines are adhered to
- Manage the Marketing Support Officer and encourage open and honest discussion
- Keep Head of Visitor Attraction informed of marketing plans, campaigns and targets
- Plan and monitor the marketing budget, providing reports when required