

Communications and Marketing Officer

Greensand Country Landscape Partnership

3 days a week, including some evening and weekend work.

SCP 23 (£26,999) per annum, plus contributory pension scheme and travel expenses.

Key skills: communication, marketing, agency management, social media, web administration, project and partner relationship management, event organisation and community engagement

Introduction

We are seeking a passionate, highly motivated and experienced Communications and Marketing Officer to help us deliver training and communication tools that will help local communities to engage with our distinctive landscape. Greensand Country covers scenic landscape defined by the Greensand Ridge, which reaches three neighbouring counties, from Cambridgeshire in the East, across Bedfordshire and to Buckinghamshire in the West. (See map on page 5).

We are in the final stages of project delivery for our National Lottery Heritage Funded programme, which has seen us deliver a programme of exciting projects, which have helped us raise awareness of the heritage value of this landscape and to reverse the gradual decline in the distinct landscape character.

We have also had the exciting opportunity to create a destination brand for Greensand Country and we are currently working on the delivery of a new website and Sense of Place Toolkit to help us further promote the new brand.

We want you to support further communications and marketing of the Landscape Partnership, to ensure that all outputs and outcomes are achieved, and key communication activities are delivered.

You will be busy and will be part of a supportive and friendly team, where you will have a willingness to roll up your sleeves and 'muck in'. But you will also have autonomy and will be encouraged to use your own initiative. You will have a passion for landscape heritage, exceptional communication, marketing and project management skills, and the capability to bring together,



engage and manage a range of people in the activities and objectives of the Landscape Partnership.

This is an important role for this Landscape Partnership. Greensand Country is located in a relatively densely populated area of central England, with around one million people living within 20km of the area. Our research shows that not many people know about the Greensand Country and **the area is not well promoted**. It is too 'secret' and people do not have a strong sense of place. Yet there is a strong landscape character and compelling heritage, with some major threats but distinct opportunities. If we want people to cherish this landscape and protect it for the future, we need to engage them in the spirit of this beautiful space and its rich natural and cultural heritage.

What is the Greensand Country Landscape Partnership?

Greensand Country covers scenic landscape defined by the Greensand Ridge, which reaches three neighbouring counties, from Cambridgeshire in the East, across Bedfordshire and to Buckinghamshire in the West.

It contains all of Bedfordshire's remaining heathland, more than half of its woodland, and more surviving historic parkland than any other landscape in the country, often surrounding notable manor houses. This landscape character is a legacy of its underlying Greensand geology, which led to too much of it being regarded as 'marginal land' not suitable for agriculture, as well as its management over centuries by major estates.

However, the area's distinctiveness has been weakening over decades due to modern development and the changing economics of land use. Key habitats are becoming fragmented and unsustainable in the longer term; views both of and from the area are being lost and impaired; houses are being built of the wrong vernacular; and traditional heritage skills are dying out. Just as significantly, there is a low level of awareness locally of the significance of the area's landscape value and heritage.

The Greensand Country Landscape Partnership has been formed by bringing together a diverse range of local bodies, under the leadership of Bedfordshire Rural Communities Charity and The Greensand Trust, to raise awareness of the heritage value of this landscape and to reverse the gradual decline in its distinctiveness.



Our vision is for the Greensand Country to be a living and working landscape that is cherished by present and future generations.

By 2021 we will have reversed the gradual decline in the area's landscape character, and created a strong, community led partnership and strategic framework to promote the area's interests and secure the necessary long-term financial and community investment to sustain the area's distinctive natural and built heritage.

Outline terms and conditions



1. *Employer:* Bedfordshire Rural Communities Charity
2. *Period:* 9 month fixed term contract.
3. *Working hours:* 3 days a week.
4. *Place of work:* As this project is jointly hosted your place of work may be at BRCC's offices at Cardington, Bedford or The Greensand Trust Offices at Maulden Wood, Bedfordshire or Rushmere Country Park, Heath & Reach or you may work remotely
5. *Salary:* £26,999 pa (SCP23) pro rata based on a 35 hour week.
6. *Expenses:* Mileage is paid at 45p/mile for car users
7. *Holidays:* 175 hours (25 days) holiday per annum, and 56 hours (8 days) bank / Public holidays pro rata. Total 231 hours (33 days) leave including all bank holidays.

To apply

Please send:

1. A CV which shows us how your knowledge, skills and experience fit the role as described in the person specification and job description.
2. A supporting statement which describes:



- a. The experience and knowledge you have which would enable you to carry out the role as described in the job description.
 - b. How you fit with the selection criteria as set out in the person specification.
 - c. Why you would like this role.
3. The monitoring form

Please e mail these to Claire Poulton at claire@greensandcountry.com.

An information pack, the Job Description and Person Specification for the role and more information including our Landscape Conservation Action Plan can be found on www.greensandcountry.com

The application deadline is 25th September 2020. Shortlisted candidates will be invited to an interview on 13th October 2020.

For an informal chat about the post, please contact Claire on 07534484971.





