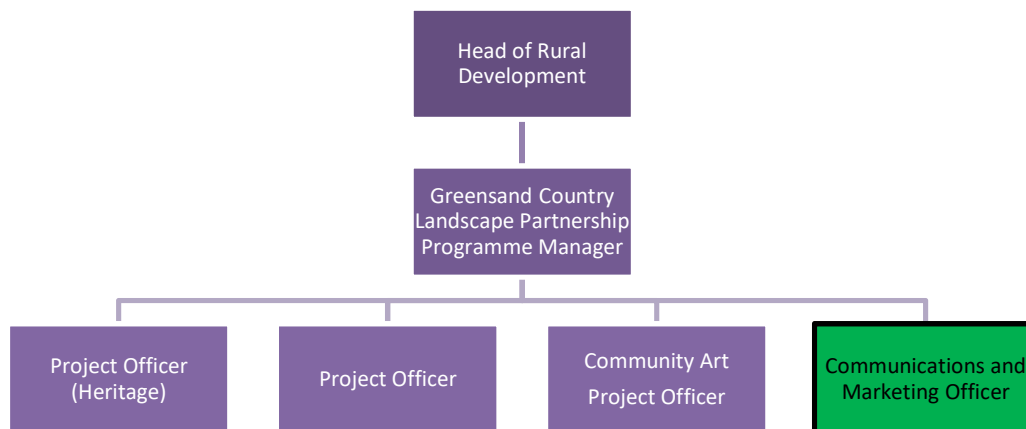


Communications and Marketing Officer

Job Description

Job Purpose

To work with partners and communities to engage the wider public in the Greensand Country Landscape Partnership Programme and in the Greensand Country as a destination brand.



Job Responsibilities

Project Management

- Support Programme Manager
- Manage relationship with Graphic Design contractors
- Deliver interpretation projects, including delivery of:
 - Welcome packs
 - Treasure Trails
 - Micro caches
 - Train wrapping

Communications and Marketing

- Promotion of Brand
- Festival Promotion through the delivery of an events programme.
- Provide support for the promotion and marketing of activities including:-
 - updating social media
 - the website

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- press releases
 - production and distribution of marketing literature
 - generate and deliver interviews with local press and radio presentations
- Organise and support events involving organising programmes, booking venues and marketing
- Promote the Greensand Country to businesses and support them to become charter members
- Support with the delivery of evaluation website

General

- Report monthly (or as required) to line-manager
- Attend meeting, training and other events as necessary
- Actively pursue self-development, identifying training and Continuing Professional Development needs and potential solutions
- Keep up to date on issues through reading and research
- Adhere to BRCC's policies and procedures at all times
- Undertake other duties as may reasonably be requested



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Person Specification

	Essential attributes	Desirable attributes
Educational Qualifications	Key Skill Level 4: Bachelor's degree; HNC; HND NVQ level 4	
Skills & knowledge	<p>Excellent written and verbal skills, with an ability to enthuse and engage people from a great variety of backgrounds.</p> <p>Great organisational skills. Computer literate including knowledge of MS Office family of products.</p> <p>Excellent interpersonal skills and the ability to contribute within team and public environments.</p> <p>Clear and helpful telephone manner with ability to take and pass messages, and/or provide information.</p> <p>Ability to produce a range of documents involving the use of different software packages (i.e. MS Outlook, Word, Excel, and PowerPoint).</p> <p>Ability to organise and prioritise work in order to meet deadlines, including coping with unpredictable volumes of work and busy periods without the need for close supervision.</p> <p>Self-motivation, ability to learn and show initiative.</p> <p>Awareness of the need for discretion and confidentiality.</p>	

Experience	<p>Experience of delivering communication projects.</p> <p>Experience of carrying out Communications and Marketing functions.</p> <p>Experience of project management.</p> <p>Experience of organising events.</p> <p>Understanding of audience segmentation, audience behaviours, methods of reaching different audiences, presenting to different audiences and writing for different audiences</p> <p>Experience of producing press releases, websites, social media and newsletters.</p> <p>Experience of dealing with the press.</p>	<p>Experience of project monitoring administration systems</p>
Personal qualities	<p>Ability to work effectively as part of a small team and to assist in different areas as required.</p> <p>Ability to inspire people</p> <p>Ability to gain trust and respect of team members.</p>	
Other	<p>Ability to travel independently; driving licence desirable.</p> <p>Prepared to work flexible hours if required, including occasional weekends / evening</p>	