



Communications, Marketing and Engagement Officer

Greensand Country

Landscape Partnership

35 hours a week, including some evening and weekend work.

**£25,694 pa (SCP29) per annum, plus contributory pension scheme
and travel expenses.**

**Key skills: Communication, marketing, managing Project Managers and
contractors, Project Management, Community Engagement.**

Introduction

We are seeking a passionate, highly motivated and experienced Communications, Marketing and Engagement Officer, to help us deliver a Landscape Partnership for Greensand Country, a distinctive landscape area consisting of the Greensand Ridge and associated river valleys, located principally in Central Bedfordshire (see map on page 5).

We are thrilled to have gained funding from the Heritage Lottery Fund to run a programme of exciting projects which will help 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 the Greensand Country and we are now ready to launch and deliver this brand.

We want you to lead on communications and marketing of the Landscape Partnership and its activities. We would like you to:

- Support Project Managers to create and deliver their Communications plans.
- Manage and deliver the overall Communications plan(s) for the Landscape Partnership reaching our key audiences with our key messages.

- Project manage the delivery of communications and marketing projects (including the management of our website and the delivery of interpretive material, an app and hard copy media);
- Manage/ facilitate and support relevant contractors relating to communications and Project Managers and volunteers to create well-targeted, consistent, and wide-spread promotional material;
- Facilitate engagement with the new Greensand Country destination brand;
- Plan, develop and deliver community engagement projects including a stories project, drama performances, an arts project capturing people's emotional connection with the landscape, a talks and debates programme, and archive projects;
- Promote and encourage communities to deliver their own heritage projects;
- Plan and promote a high profile annual 'Greensand Country Landscape Partnership Festival Fortnight' events programme;
- Plan, develop and facilitate a heritage skills programme (predominantly communications training).
- Work with key partners to identify and facilitate the development of the communications strategy and its legacy.
- Using the programme communications strategy, identify opportunities to engage and enable groups that find it difficult to access the countryside.
- Work as part of a supportive Greensand Country Landscape Partnership team and assist and work collaboratively with other members to take forward the aims and objectives of the Scheme.

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' is an island of distinctive, beautiful and loved countryside, based on a band of higher ground stretching from Leighton Buzzard to Gamlingay, rising out of the surrounding clay vales. 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. *Period:* Fixed term contract to December 2020
2. *Working hours:* 1820 hours per annum (35 hours/week on average). There may be the opportunity for job share.
3. *Place of work:* As this project is jointly led 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
4. *Salary:* £25,694 pa (SCP29) (or pro rata).
5. *Expenses:* Mileage is paid at 45p/mile for car users
6. *Holidays:* 231 hours holiday per annum (or pro rata), this includes all Bank / Public 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, or by post to BRCC, The Old School, Cardington, Bedford MK44 3SX.

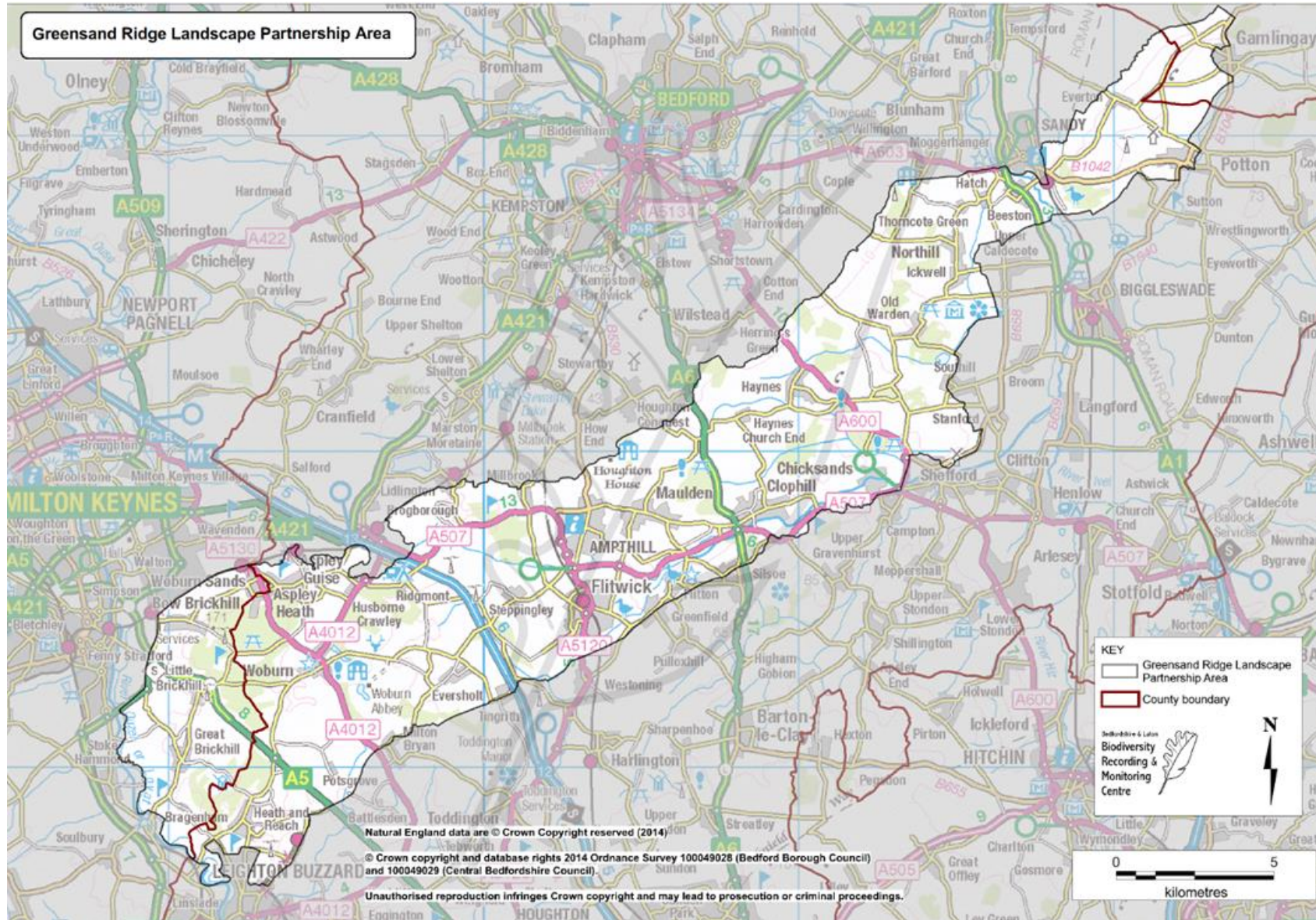
An information pack, the Job Description and Person Specification for the role and more information including our Landscape Conservation Action Plan can be found on www.greensandcountry.com

The application deadline is Monday 6th November 2017 at 9am. Shortlisted candidates will be invited to an interview on Wednesday 15th November 2017 in Cardington.

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



Greensand Ridge Landscape Partnership Area





Job Description

Communications, Marketing and Engagement Officer

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.
Accountable to	Greensand Country Landscape Partnership Programme Manager
Staff to be Directly Managed	None.

Principal Accountabilities

1. Create a Communications and Engagement strategy that will target key audiences, particularly those that have no knowledge of the heritage of the Greensand Country. We want people to engage with the Greensand Country, get to know it, value it, develop their confidence in accessing it and learn new skills to look after it.
2. Amalgamate the Communications Plan for the new destination brand into the Landscape Partnership Communications Plan and help facilitate the delivery of the Greensand Country destination brand.
3. Lead on the promotion and marketing of the programme and activities, creating well-targeted, consistent, and wide-spread marketing using the GSCLP website, blog, social media, videos, photography, radio, presentations, attendance at community events and production of marketing literature. This will include writing copy for press releases/marketing materials, co-ordinating the design and production of any hard copy literature required by the GSCLP, and working with partners/communities to generate 'good news' stories to celebrate their project successes.

4. Be responsible for managing, developing and delivering a range of delegated delivery projects specific to the Landscape Partnership core team. Be responsible for monitoring, evaluation and project promotion. These projects include a range of interpretation projects (including a website, interpretive material, an app and hard copy leaflets) and will involve managing contractors and delivery partners.
5. Work with partners and communities to support them to create a wide range of communication, interpretation and engagement activities across the breadth of the Landscape Partnership Scheme.
6. Develop and deliver the high profile annual 'Greensand Country Landscape Partnership Festival Fortnight' events programme and conferences.
7. Work with community groups and volunteers. Give presentations, run training days and offer information, advice and guidance so they can undertake plan and deliver community projects that promote, protect and enhance the Greensand Country cultural, natural and built heritage.
8. Plan, develop and deliver community engagement projects including a stories project; drama performances; an arts project capturing people's emotional connection with the landscape; a talks and debates programme; a tourism project and archive and oral history projects.
9. Plan, develop and facilitate a skills development programme focussing on communication skills.
10. Work with, encourage and enable exploration and discovery for those with barriers to accessing the countryside and its heritage.
11. Recruit and manage volunteers and identify opportunities for them to actively contribute to the GSCLP projects and other scheme developments through the volunteering marketplace.
12. Assist GSCLP colleagues in monitoring and evaluating the GSCLP scheme as a whole and its individual projects, undertaking monitoring visits where required and collating evaluation material.

13. Maintain the GSCLP customer database to aid partnership communications.
14. Give talks and attend partner events as part of promoting the Scheme.
15. Work as part of a supportive Greensand Country Landscape Partnership team and assist and work collaboratively with other members to take forward the aims and objectives of the Scheme.

Other Responsibilities

The postholder will also be expected to:

- Attend such training as may be required.
- Attend meetings and other events as necessary.
- Keep up to date on issues through reading and research.

Person Specification

	Attributes	Essential (E)/ Desirable (D)
Education	Key Skill Level 4: Bachelor's degree; HNC; HND NVQ level 4 [or proven equivalent work experience].	E
Knowledge and Experience	Experience of project management.	E
	Experience of creating a Communications, Engagement and Marketing Plan.	E
	Experience of managing others.	E
	Experience of delivering communication projects.	E
	Experience of partnership working.	D
	Experience of running community projects.	D
	Previous proven ability in producing excellent well-targeted, consistent, and wide-spread marketing materials.	E
	Experience of managing digital communication channels including websites, Facebook and Twitter and writing copy for a range of media.	E
	Experience of producing interpretation materials.	D

	Knowledge and experience of engaging different audiences.	E
	Experience of working within countryside management or heritage or a community engagement setting or similar.	D
	Experience of managing volunteers.	E
	Experience of managing contractors.	D
	Experience of working with community groups.	D
	Experience of organising large public events and running marketing/engagement campaigns.	E
	Experience of organizing skills training.	D
	Experience of evaluating projects.	D
	Previous proven ability to deliver presentations	E
	Experience of training people.	D
	Experience of working with people who have barriers to accessing the countryside.	D
	Skills and Aptitudes	Excellent written and verbal skills, with an ability to enthuse and engage people.
Great organizational skills.		E

	Ability to manage others from a variety of backgrounds.	E
	Ability to take your own initiative.	E
	A high level of accuracy and attention to detail, proof-reading and collating information.	E
	Excellent interpersonal skills and the ability to contribute within team and public environments.	E
	Excellent communication skills with an ability to use tact, diplomacy and a high degree of relationship management.	E
	Ability to relate to all levels of organisations confidently and effectively.	E
	Ability to produce written reports summarising activities and outcomes.	E
	Proficient user of technology and its application, including Microsoft Office suite of software.	E
	Technical skills in video recording and photography.	D
	Ability to manage own time and prioritise workload.	E
	Flexible approach with a willingness to work outside normal hours on occasions (e.g. evenings and weekends).	E
	Ability to travel independently including use of own car insured for	E

	business use.	
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