



Forestry England

Marketing and Communications Manager

Westonbirt, The National Arboretum

Candidate Pack

Salary: Pay Band 5, £29,863

Hours: 1 FTE, (37hrs)
There is flexibility to work part time

Role: 12 months fixed term maternity cover, with the possibility of a permanent position if the position holder does not return.

Location: Westonbirt, Tetbury, Gloucestershire, GL8 8QS



Marketing and Communications Manager, Westonbirt National Arboretum

Introduction: Be part of our ambitious 10-Year Vision!

Thank you for your interest in working for Forestry England at Westonbirt, The National Arboretum. This pack includes information about Westonbirt, our wider organisation, the role and information on how to apply.

Westonbirt's mission is to connect people with trees to improve quality of life. This maternity cover will support the internal communication and external marketing of many avenues of the work we do on site, all of which are driven by our vision and mission.



Our vision is to be a world leader in trees inspiring people through conservation, education and participation.

- Conservation: Protecting our trees for the future
- Education: Sharing knowledge to create change
- Participation: Connecting people with nature

Find out more: www.forestryengland.uk/Westonbirt/10-year-vision

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About Forestry England

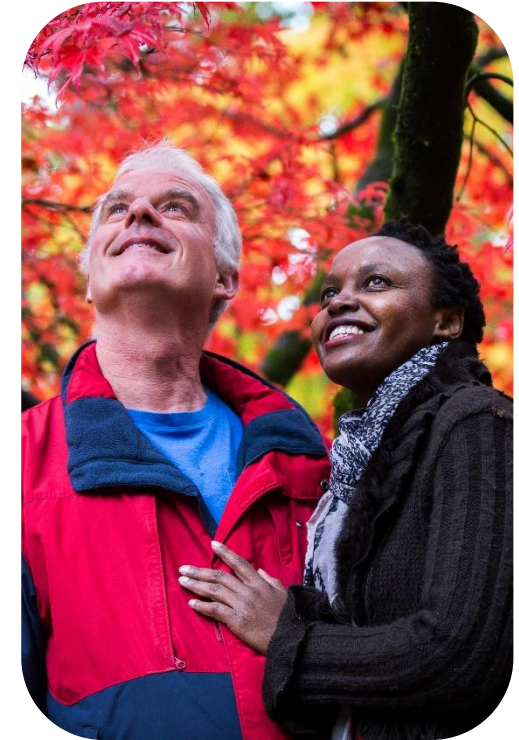
Forestry England is part of the Forestry Commission. We manage England's beautiful, diverse and productive, publicly owned woods and forests. At over 250,000 hectares, we are the largest single land manager in England.

Our strategy is to connect everyone with the nation's forests, caring for them for people to enjoy, wildlife to flourish and business to grow. It is important to us that we strive to encourage all groups of our population to enjoy what is on offer. Our five-year plan, [Growing the Future](#), explains how we will achieve this.

Our forests host 296 million visits each year, providing memorable experiences, from live music and iconic arts projects to mountain biking, dog walking and Gruffalo spotting.

We are the largest provider of home-grown, sustainably produced timber in England, selling around 1.2 million tonnes per year, nearly half the English-grown annual supply. We generate income from over 500 commercial partnerships and letting land and buildings for residential or commercial use. Over half of our landscapes are covered by statutory designations, including Sites of Special Scientific Interest (SSSI), Areas of Outstanding Natural Beauty (AONB) and National Parks making them some of the most valuable habitats for nature. From carbon capture and flood prevention to a positive impact on our mental health: the benefits our forests and diverse landscapes bring to society are valued at £33 billion.

We are Forestry England: <https://youtu.be/hy309cPI3v8>



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Our values

Our values are an essential part of who we are and are embedded in all we do.

Think beyond a lifetime

We make plans today for a better tomorrow, so our business and our forests are sustainable and fit for the future.

Be adventurous

We approach challenges with creativity and adventure, embracing research and innovation to stay relevant.

Do it together

We get our best results when we work with others, and we encourage diverse perspectives, so we make better decisions.

Look out and look after

We care about our colleagues, volunteers, partners, and customers, and we take a stand against unsafe behaviour.



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Westonbirt, The National Arboretum

[Westonbirt, the National Arboretum](#) is one of Britain's finest botanical tree collections and is internationally renowned both for its extraordinary tree collection and historic landscape, which is entered on the English Heritage Register of Parks and Gardens as Grade 1. Indeed, it is the greatest example in the world of an arboretum laid out in the 'picturesque' style. It was founded in the early 19th Century by Robert Holford, a plant collector and visionary. In 1956, the arboretum came into the care of the Forestry Commission to conserve and continue the legacy for future generations.

Today, Westonbirt is one of the most complete tree collections in Europe, consisting of over 15,000 specimens and 2,700 taxa (species or distinct varieties). Our collection includes 136 UK Champions, the tallest or largest (by trunk girth) of their kind in the UK. We have 125 species classified as threatened Red Data book species. The Arboretum is also home to five national tree collections. Our accurate verified records ensure that the tree collection is an important scientific resource providing reliably identified specimens for study; a fundamental role that underpins sustainable use and conservation of biodiversity. Westonbirt is also proactively used for new scientific planting, for example we are currently participating (2011 onwards) as England's only site in the European REINFORCE Interreg species trials.

In addition to the historic landscape and tree collection, the Arboretum's natural environment is of regional importance and includes several Biodiversity Action Plan (BAP) habitats (those threatened or in rapid decline nationally). Silk Wood is ancient woodland managed to an approved Woodland management Plan. This includes 50 hectares of woodland badly affected by Chalara dieback, which is the subject of a major but nascent felling, regeneration, and community replanting project. The open Downs include semi-natural limestone grassland and wood pasture. We are also a noted mycological site, with over 1,200 separate species of fungi - the highest single recorded site in the West Country. Part of our vision is to make more of our non-tree biodiversity.

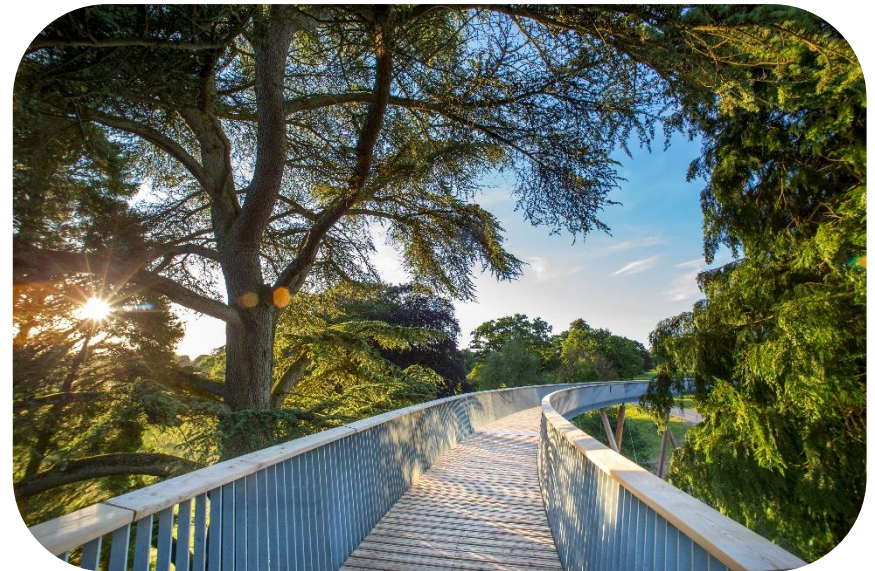


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Our visitor offer

The arboretum is one of the largest pay-to-enter visitor attractions in the Southwest, welcoming over 550,000 visitors per year. The onsite businesses generate a turnover more than £8m which enables the arboretum to operate on a break-even basis. The arboretum has been accredited with a Visit England Gold Award three years running.

The operation of the arboretum was transformed by the 'Westonbirt Project' 2012-2018 which in addition to landscape restoration equipped the site with high-quality visitor facilities, from visitor arrival at the Biffa Welcome Building, through to the award-winning STIHL Treetop Walkway. We host a range of events; particularly a 3-night concert series as part of Forestry England's national Forest Live programme, a 14-night Christmas lights trail and sporting activities.



The Friends of Westonbirt Arboretum Charity

[The Friends of Westonbirt Arboretum](#) (FoWA) charity was formed in 1985. Based on site at Westonbirt, FoWA works in close partnership with Forestry England, seeking to support and develop the arboretum through providing consistent and reliable financial support. As membership has grown the charity has increasingly helped the work of the arboretum through advocacy, and financial and practical support to unlock a whole range of opportunities to further the role of Westonbirt as The National Arboretum. There are currently around 37,000 members.



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Marketing and Communications Manager - Maternity Cover



This role will lead marketing and communications activity across a diverse range of channels and audiences driving new and repeat visits to the arboretum and our events through creative campaigns. The successful candidate will demonstrate the ability to deliver the commercial aspects of the role while also inspiring people through the promotion of our good causes of conservation, education and participation.

The role will be managing two full time members of staff in the team. The team sits within the Engagement Department, which is responsible for the development and delivery of public engagement programmes, education, interpretation, family events, community activities, volunteer management and Silk Wood Community Planting Project.

Key Work Areas

- A full oversight of marketing, public relations and social media. Supporting the team to seek to develop on existing platforms and set achievable targets.
- Support the team to be the media contact for Westonbirt and handle national and regional media enquiries.
- Manage the production of creative marketing campaigns for events, seasons and our good causes. Collaborate with other teams to identify key messages and themes for campaigns.
- Work with the national team to market Forest Live concerts and our new Christmas at Westonbirt event. Lead on the production of marketing materials and local partnerships with retail and tourism outlets.
- Work closely with our Friends Charity to align messages across our channels including on the editorial board of the Westonbirt Magazine to include relevant content, ensure messages are clear and the content is on brand. Proofread as required.
- Manage the Forestry England brand; making sure teams are aware how to use the Forestry England logo and Westonbirt name.
- Support the team in filming and photography requests and planning content creation for our campaigns.

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- Oversee the arboretum's internal communications processes ensuring that communication plans address the needs of staff, business partners and contractors.
- Plan and monitor the communication and marketing budget, providing reports when required.

Person specification

Essential

- A track record of managing or supervising communications and marketing in a busy commercial or cause led environment.
- Experience in the management or supervision of staff and/or volunteers, budgets, contracts, contractors and partnership businesses.
- Competent user of PC and Microsoft Office 365 including Word, Excel and Outlook.
- Experience of the use of social media as a tool for communicating and marketing.

Desirable

- Experience in a busy visitor attraction and in large outdoor events in the heritage and/or environment sector.
- Working knowledge of using email marketing software.
- Working knowledge of using online platforms to create surveys.
- Up-to-date knowledge of using a website content management system.
- Full driving license



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Benefits

Salary: £29,863

Whatever your role, we take your career and development seriously. We want to enable you to build a successful career with Forestry England, the Forestry Commission, and wider Civil Service. It is crucial you have access to the right skills to develop your career and meet the challenges ahead. You can expect to give and receive regular feedback on your own performance and development and of others too. As a Civil Service employee, you are entitled to a wide range of excellent benefits, together with exciting development opportunities.

- 25 days annual leave on entry, increasing on a sliding scale to 30 days after 5 years' service. This is in addition to 8 public holidays; This will be complemented by one further day paid privilege entitlement to mark the King's Birthday.
- A generous contributory pension scheme that you may enter as soon as you join where we will make a significant contribution to the cost of your pension; where your contributions come out of your salary before any tax is taken; and where your pension will continue to provide valuable benefits for you and your family if you are too ill to continue to work or die before you retire.
- The role is being offered on a 12 month fixed term to cover maternity leave.
- The role is available full time but we can discuss other options.
- The role will be based at Westonbirt with flexibility for some optional blended working (see details below). Please be aware that this role can only be worked in the UK and not overseas.
- Generous paid maternity and paternity leave which is notably more than the statutory minimum.
- 3 days paid volunteering can be organised to take with team members or externally.



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- The government Tax-Free Childcare (TFC) scheme. Working parents can open an online childcare account and for every £8 they pay in, the government adds £2, up to a maximum of £2000 a year for each child or £4000 for a disabled child. Parents then use the funds to pay for registered childcare.
- Reduction on Forest Live Music Event tickets and other staff discounts.
- Occupational sick pay.
- Support with professional fees and training relevant to continuing professional development.
- Networking opportunities.
- Thorough wellbeing offer including an Employee assistance programme and free access to the Headspace app.
- All Forestry Commission staff are entitled to free parking at Forestry England visitor centres when displaying a current staff parking sticker in their vehicle.
- 10% discount at Forest Holidays
- 15% discount at Go Ape
- Retail discounts, like 10% off Enterprise car hire and 20% off Snow + Rock



We aim to provide a great place to work, whichever location you work from. Blended working forms part of our flexible and inclusive approach to future ways of working. It is an informal arrangement which gives you the option to work some of the week from home, and some of the week from our Forestry Commission workplaces, subject to role requirements, business needs, and regular review. Informal blended working arrangements will be available as agreed with the line manager. Further information will be available for candidates invited to interview.

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Further Information

The duties of the post require the applicant to have a full current driving licence that enables them to drive in the UK.

The post will include some weekend and evening working to support delivery.



The successful candidate will be required to undertake an Enhanced Disclosure Check under the Disclosure Barring Service (DBS) scheme. To process applications without delay, we will be sending a Criminal Record Check to Disclosure and Barring Service on your behalf. However, we recognise in exceptional circumstances some candidates will want to send their completed forms direct. If you will be doing this, please advise Government Recruitment Service of your intention by emailing Pre-EmploymentChecks.grs@cabinetoffice.gov.uk stating the job reference number.

Where a role has been identified as one which falls under the scope of the Public Sector English Language Requirements, within Part 7 of the Immigration Act 2016, it is essential that applicants should have the ability to converse at ease with members of the public and provide advice in accurate spoken English. Applicants will be assessed in the selection process in accordance with the requirements.

A reserve list may be held for a period of 12 months from which further appointments can be made. Feedback will only be provided if you attend an interview or assessment.

This is a 12 months fixed term maternity cover, with the possibility of a permanent position if the position holder does not return.

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Any move to Forestry Commission from another employer will mean you can no longer access childcare vouchers. This includes moves between government departments. You may however be eligible for other government schemes, including Tax Free Childcare. Determine your eligibility at <https://www.childcarechoices.gov.uk>

Reasonable Adjustment

If a person with disabilities is put at a substantial disadvantage compared to a non-disabled person, we have a duty to make reasonable changes to our processes. If you need a change to be made so that you can make your application, you should:

- Contact Government Recruitment Service via fcerecruitment.grs@cabinetoffice.gov.uk as soon as possible before the closing date to discuss your needs.
- Complete the “Assistance required” section in the “Additional requirements” page of your application form to tell us what changes or help you might need further on in the recruitment process. For instance, you may need wheelchair access at interview, or if you’re deaf, a Language Service Professional.

Nationality requirements

This job is broadly open to the following groups:

- UK nationals
- nationals of Commonwealth countries who have the right to work in the UK
- nationals of the Republic of Ireland
- nationals from the EU, EEA, or Switzerland with settled or pre-settled status or who apply for either status by the deadline of the European Union Settlement Scheme (EUSS)
- relevant EU, EEA, Swiss or Turkish nationals working in the Civil Service
- relevant EU, EEA, Swiss or Turkish nationals who have built up the right to work in the Civil Service
- certain family members of the relevant EU, EEA, Swiss or Turkish nationals



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Westonbirt National Arboretum map

