



LEARNING & WELLBEING OUTDOORS



MARKETING & COMMUNICATIONS MANAGER

£25K-£27K pro rata

22.5 h/w, 30-month contract

Based at Aberystwyth Office

Tir Coed is seeking a self-motivated, creative and diligent person with a passion for communicating across a variety of media and to a diverse audience. If you are eager to support your community, the natural environment and are able to think innovatively to develop interesting and engaging work, apply now!

The post-holder will join an enthusiastic, supportive and skilled team of 26, working to deliver learning and wellbeing programmes to some of the most disadvantaged in society across the counties of Dyfed Powys.

Working for Tir Coed film: <https://www.youtube.com/watch?v=8QQ26FUtUwc>

If you are interested in applying for this position, please note the following process:

Application: Please send a covering letter (2 pages of A4) detailing specifically how you meet the essential and desirable criteria of the person specification below and a short (2 page) CV to admin@tircoed.org.uk

Closing date: Sunday 20th September 5pm

Interview dates: 5th & 6th October

JOB SPECIFICATION:

We seek an experienced Marketing and Communications professional to lead, plan, maintain and develop Tir Coed's marketing activities with the aim of promoting the fantastic opportunities available through Tir Coed's learning and wellbeing programmes and communicating the charity's incredible impact.

<http://tircoed.org.uk/what-we-do>



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including:

- Developing marketing and communications strategies for the organisation and supporting county co-ordinators with their planning
- Supporting the team with marketing services
- Brand management and development
- Increasing Tir Coed's reach to meet our strategy
- Building customer relationships and awareness of Tir Coed's diverse target audiences
- Commissioning/managing website development
- Commissioning design or designing brochure materials including use of design packages
- Planning and managing social media using variety of platforms
- Event management including planning and sometimes attending county and local shows and national events
- Produce internal communications and external newsletters
- Manage the marketing budget
- Line managing support personnel
- Working as part of a team to ensure the smooth-running of the office e.g. answering phone
- Other activities as requested by your line manager.

The post-holder will work on many tasks in any week, and will therefore need to manage their own workload effectively and to plan well ahead to set and meet deadlines and objectives. Excellent organisational skills and the ability to provide regular updates at bi-monthly team meetings will be required.

The post-holder must hold a current driving licence and have their own private transport which is insured for business use, as the work will involve visiting site activities, and going to meetings and events. A passion for supporting Welsh communities, and improving woodlands for environmental, social and economic purposes will support the work.



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QUALIFICATIONS AND EXPERIENCE:

Essential background	Assessment Criteria
Good generalist marketing background	Application form
Excellent verbal and written communication skills, ideally bilingual Welsh/English or English with willingness to learn Welsh	Presentation
Degree in marketing, communications, journalism, business or similar	Interview
Strong brand management experience	Presentation/question
Experience of building customer/ stakeholder relationships and awareness of Tir Coed's diverse target audiences	Interview question
Experience with commissioning design or design including use of design packages	Example at interview
Experience of managing social media using variety of platforms	Interview question
Experience of event management including county and local shows and presence at national events	Application form
Commissioning/managing website development	Application form
Proven ability in producing marketing materials and developing/managing communication strategies.	
Essential competencies	
The ability to organise and time-manage effectively, meeting deadlines where necessary	Interview question, presentation
The ability to work independently	Interview question
The ability to network and work with organisations in the public, private and voluntary sectors and to recognise potential strategic partners	Interview question
The ability to relate to a wide range of different audiences	Interview question, presentation
Excellent IT skills, including experience in the use of Microsoft Word, Outlook, Excel, PowerPoint.	Application form, presentation
The ability to procure and manage external contracts, giving clear guidance and ensuring completion on time and budget	Interview question



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The ability to produce concise progress reports on a regular basis.	Application form
Team player	Interview question
Car owner, clean current driving licence	Application/interview
Understanding of the social benefits of woodlands	Application form
Desirable:	
The ability to converse fluently and write to a high standard of Welsh	Interview
Experience of producing bilingual materials and managing bilingual projects	Interview
Experience of monitoring for funded programmes	Interview
Good design skills	Bring example to interview
Experience with leisure, tourism, public sector, third sector or community projects.	Application form

ADDITIONAL INFORMATION:

Salary:

The salary is £25K pro rata and is paid monthly in arrears.

Hours:

This is a part-time post based on 22.5 hours per week. Flexible working may be agreed by arrangement. If attendance on a non-working day is required in addition to normal working hours, time off in lieu may be given. These hours may increase over time.

Annual Leave:

The post holder will have 16.8 days of annual leave a year, including statutory holidays.

Probationary Period:

A probationary period of 3 months will apply, ending with a meeting with Tir Coed's CEO/EO and/or Chairman of Trustees to ensure the post-holder is right for the post.



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Location:

Location of the post will be Tir Coed's Aberystwyth Office.

Travel and Subsistence:

Where staff are required to travel by road on official business, outside of travel to normal work locations, there will be provision of a mileage allowance of 40p per mile for the use of a private vehicle.

Benefits:

The post-holder will be joining a supportive and hard-working team, driven by the desire to make a difference to their local communities and be part of a solution to some of the toughest issues our rural communities face; climate change, bio-diversity loss, nature deficit disorder, lack of economic opportunities, and ill health.

Additionally, Tir Coed offers:

- Pension scheme
- At least 2 'away days' per year visiting green spaces
- In-house and external training
- Bilingual, friendly and supportive team; dynamic and co-operative
- Opportunity to develop the role over time
- Flexible working available
- A secure, respected and experienced organisation with a 5-year strategic plan, business plan, exemplar delivery model and a clear vision and mission.

“LET’S BE PART OF THE SOLUTION TOGETHER”