

Thames Chase Trust



Role Profile for the post of Engagement & Social Media Officer

ACCOUNTABLE TO: The Board of Trustees, Thames Chase Trust
LOCATION: The Forest Centre, Pike Lane, Upminster
CONTRACT: Fixed Term and up to 22.5 hours a week

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Summary of job role

Thames Chase Forest covers 40 square miles of countryside around the London/Essex borders.

Thames Chase Community Forest encompasses countryside in Barking and Dagenham, Brentwood, Havering, Thurrock and Essex. Within its boundaries there has been a concerted effort, over the last 30 years to re-generate despoiled landscape and enhance the natural environment for the benefit of local people and wildlife.

The Thames Chase Trust aims to make the Thames Chase Community Forest an inspirational example of landscape regeneration through cost effective environmental improvements that changes lives and demonstrates these values through exemplar community led management at the Thames Chase Forest Centre.

This is a key role at the Trust and the post holder will have the opportunity to use their existing experience and skills to really shape the engagement and social media activities of the Community Forest.

Working closely with the TC Trustees and volunteers, the post holder will:

- Deliver the stretching ambitions for the Thames Chase Trust through managing the digital and media operations, its presentation and maintenance and with accountability for key outcomes relating to interpretation and publicity of the Community Forest.
- Maximise the influence and reputation of the Thames Chase Trust by raising its profile in the media, the local community and other environmental groups.
- Ensure that Thames Chase projects have maximum opportunities for business growth through the introduction of new initiatives, effective publicity and marketing campaigns and associated events and functions.

KEY AREAS OF RESPONSIBILITY

I. Engagement (and education)

- Manage the promotional materials in the Visitor Centre with voluntary help.
- Promote volunteering throughout the Forest
- Review, develop, co-ordinate and promote an innovative events program to increase visitor numbers to the Centre and add value to the visitor experience at the Forest Centre
- Develop, co-ordinate and promote an innovative events programme across the Community Forest with partners organisations
- Regularly review the interpretation and formal learning programmes, ensuring they meet the current needs and expectations of users.
- Develop a programme and opportunities for education of all ages and groups.
- Participate in local and national learning and interpretation initiatives.
- Manage all promotions, delivery, volunteers and budgets for the events programme.

- Produce a staff handbook for Visitor Centre staff and volunteers.
- Produce visitor information leaflets and booklets
- Shared weekend working.

2. Community Engagement

- Promoting the Thames Chase Plan and its progress to a wide variety of audiences.
- Building relationships with businesses, land owners, local community groups and associations, to raise awareness of the work of TC and encourage support.
- Using Thames Chase Forest Centre to educate visitors of the objectives and needs of the Thames Chase Plan and the work of Thames Chase Trust
- Building strong relationships with internal and external stakeholders including partner organisations, project leaders and volunteers (the Forestry Commission), keeping all apprised of new activities, opportunities and events and ensuring cohesiveness across the organisation.

3. Marketing

- Managing the Trust's online presence via its website and social media accounts
- Establishing and maintaining a Thames Chase information centre that engages all major partners in the Community Forest and that is current, vibrant and accessible
- Working to significantly increase the number of interactions with social media pages whilst developing a strategy to use social media to harness public support for Thames Chase projects
- Introducing monthly email newsletter highlighting Thames Chase activities and including a regular fundraising ask.
- Improving 'support us' pages on website to include a better case for support and easily accessible ways to support the Trust, actively increasing online donations
- Producing quarterly reports, statistics and projections for the Trustee board
- Providing excellent stewardship and on-going support and motivation to network of supporters and volunteers
- Be the Trust's Data Protection Officer ensuring supporter data is collected and managed in line with the new General Data Protection Regulation (GDPR)

4. Other

Accountabilities also include a responsibility on behalf of the job holder to undertake any other duties that are relevant to the job as requested by the line manager

Applicants will be expected to demonstrate that they have relevant experience and/or the necessary skills in the following are:

- A strong interest in the natural environment
- Experience of building relationships with local businesses and community groups to achieve financial goals
- Experience of working with volunteers
- Marketing experience within a public facing environment
- Excellent copywriting skills, which you can adapt for different audiences
- Experience of using a range of digital and social media channels to communicate with different audiences
- Good understanding of marketing principles, data protection and ICO direct mail regulations and eagerness to develop in this area

Attributes

- Confident with strong organisational and planning skills
- A team player with the ability to prioritise own work and meet deadlines
- Good communication skills - ability to communicate effectively with internal and external stakeholders at all levels, and in a variety of situations, explaining complex information in a simple easily digestible way
- Committed to continued learning and development and enthusiastic about implementing new practices in your work
- Willingness to 'muck in' and help out with tasks that may fall beyond immediate job role

Circumstances

Able to work flexibly both in and outside office hours, especially to help manage the 7 days per week operation as well as event management.