



FORD PARK COMMUNITY GROUP

Job Description and Person Specification For the Post of Marketing and Communications Officer Maternity Leave cover for up to 12 months

SALARY: £17,772 pro-rata 22.5 hours per week

CONTRACT: Up to 12 month maternity leave cover

RESPONSIBLE TO: Chief Executive Officer

RESPONSIBLE FOR: NA

Background to the position

Ford Park is a community green space at the heart of Ulverston. It consists of 8 acres of parkland and gardens, including an Orchard, Nature Trail, Natural Playground, The Coach House Café and Bistro and walled Kitchen Garden with garden room providing a base for volunteers and horticultural training.

Ford Park Community Group purchased Ford Park from the County Council in December 2005. It is the responsibility of the Charity to protect, conserve and develop the parkland and gardens for the benefit of the community.

The main aims of the community group are to:

- Manage the grounds as a public park for the enjoyment of the whole community.
- Provide inclusive volunteering activities for the whole community
- Organise volunteers to support educational, health, cultural and social events.

Purpose of the role

The Marketing and Communications Officer role is crucial in ensuring the effective marketing and promotion of Ford Park charity and the Coach House Café community enterprise, capitalizing on the use of a range of methods and techniques that will attract customers to the café, nursery, park and events.

All staff team members expected to be ambassadors for the Ford Park Community Charity.

Other information

This is a part-time position of 22.5 hours per week, however there is the potential capacity to increase this if new strands of delivery successfully attract additional funding. Continuation is subject to performance/funding. The post will occasionally require weekend and evening work.

There are 28 days holiday per calendar year pro-rata awarded with this post, including public holidays.

Job Description

- Manage and maintain the Ford Park and Coach House Café communications plan, maximising and developing innovative marketing and communications opportunities on a routine basis, including evaluation methods
- In consultation with the Chief Executive, identify and target sectors of the community in an effective way, engaging them with the Park and Coach House and build/develop relationships
- Create awareness of and develop the Ford Park and Coach House brand
- Manage and develop website to ensure engaging content, up to date and functional, including the management of online booking for events
- Manage social media channels and produce creative, engaging content across all platforms, including scheduling posts to ensure daily presence
- Monitor mentions of Ford Park/Coach House in media/web reports
- Design and create in-house branded material, such as event/café/general posters, bespoke invites, tickets, flyers, volunteering literature, café menus
- Together with the Chief Executive manage marketing budget
- Source advertising opportunities, design, place and proof adverts
- Source and work with external creative agencies to design range of marketing materials, such as brochures, adverts, flyers, quills
- Create signage and help shape interpretation for the park and events
- Write and proof-read copy for both online and print campaigns, including regular press releases, ad hoc features and monthly columns in local media
- Create and deliver regular e-newsletters to members and subscribers
- Develop and maintain relationships with marketing/press contacts
- Arrange effective distribution of marketing materials
- Support the Membership Volunteer maintain and update membership database, including processing of new members/renewals and sending out renewal reminders
- Supporting membership promotion through production of eye-catching and informative literature and helping to plan membership drives
- Ensure up to date with data protection legislation