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Marketing and Events Officer

Growing the Future at the National Botanic Garden of Wales

The Growing the Future (GTF) project at the National Botanic Garden of Wales will provide horticulture training and knowledge to individuals and groups from diverse audiences throughout Wales. It is a five year project funded through the Welsh Government Rural Communities-Rural Development Programme 2014-2020, which is funded by the Welsh Government and the European Union. The National Botanic Garden of Wales is an iconic and dynamic charity, dedicated to the research and conservation of biodiversity, sustainability, lifelong learning and the enjoyment of our visitors.

A wide range of horticulture courses and public engagement will be available for adults and children in the value of gardens for growing food, keeping fit and helping the environment. We will also be showcasing the diversity and quality of Welsh horticultural produce and helping save Wales' pollinators. Growing the Future will be based at the Botanic Garden and at a series of hubs throughout Wales.

The Role: Marketing and Events Officer

The GTF project has a strong and crucial 'public engagement' strand and we are keen to recruit a marketer with experience of devising, developing and co-ordinating events, including festivals and conferences which further the aim of the project as well as aligning with the Garden's core mission and purpose.

The successful candidate will have a proven organisational ability, with keen attention to detail, and be capable of working at fast pace as part of a small team, as well as independently with minimal supervision.

High-level IT and keyboard skills, and competence in using social media for marketing and profile-raising are essential. Together with creativity and a problem-solving approach, you will also have a good understanding of the needs and goals of a small organisation. You will enjoy working with people and developing positive relationships at all levels, be able to participate in meetings on and off-site, and be flexible in relation to working times/days.

Fluency both in written and spoken Welsh is required, and an understanding and commitment to the mission of the National Botanic Garden of Wales is essential.

OUTLINE DETAILS OF APPOINTMENT

This is a full-time position starting from the soonest date which can be arranged. Hours of work are 37.5 per week in a year-round pattern, working five days out of seven. The salary is up to £19,000 per annum according to qualifications and experience. This is a 5-year fixed term contract.

Informal enquiries are welcome and should be directed to the Head of Marketing and Communication (David Hardy – david.hardy@gardenofwales.org.uk) or Head of Science (Dr Natasha de Vere – natasha.devere@gardenofwales.org.uk)

Applications, in the form of a cover letter and CV clearly showing how you meet the criteria, together with full contact details of two referees, should be emailed to natasha.devere@gardenofwales.org.uk by 8th December 2017. Interviews are currently planned for January 2018.

Available in Welsh upon request

Marketing and Events Officer

Growing the Future at the National Botanic Garden of Wales

BACKGROUND OUTLINE

Growing the Future is a £2.3 million project funded by the European Union and Welsh Government. It builds on the success of the Growing the Future pilot project which ran from 2012 – 2015 and engaged with over 5000 people throughout Wales. The Growing the Future project will employ seven full-time members of staff, along with support from the Botanic Garden's Science, Horticulture, Education, Marketing and Interpretation departments. There are three main areas of activity.

1. Gardens for health and wellbeing

Growing plants for food and fun can help keep us fit and improve mental and physical wellbeing. Gardens are also important wildlife habitats and provide vital ecosystem services, such as flood protection and pollination. We will provide training and engagement for adults and children in the value of gardens for growing food, keeping fit and helping the environment.

2. Celebrating Welsh horticulture

From specialist nurseries producing unique plants and flowers to commercial growers providing the finest fruit and vegetables. We will showcase the diversity and quality of Welsh horticultural produce with exciting festivals and events.

3. Horticulture for the future

For a sustainable, future-proof sector, Welsh horticulture needs to harness the latest scientific and technological advances. We will create networks between science and horticulture and use the Botanic Garden's cutting edge research on plants for pollinators to create a new market for sustainably produced pollinator-friendly plants.

The National Botanic Garden of Wales

The first botanic garden of the new millennium, the National Botanic Garden of Wales stretches over more than 568 acres within rural Carmarthenshire. It consists of the Botanic Garden and Waun Las National Nature Reserve, which is managed as an organic farm. In just 17 years, it has become a place of international significance dedicated to conservation, horticulture, science, education, leisure and the arts.

For more information visit: <https://botanicgarden.wales/>

NATIONAL BOTANIC GARDEN OF WALES
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Job Description

Post Title	Marketing and Events officer
Department	Growing the Future
Reports to	Project Co-ordinator
Responsible for	Volunteers

Outline purpose of role: Marketing and Events officer

The Marketing and Events Officer will be responsible for a busy programme of events and activities throughout the five-year lifespan on the project. Reporting to the Project Co-ordinator, the postholder will also work closely with the Botanic Garden's Head of Marketing and Marketing Assistant.

Contributing widely and proactively, both strategically and operationally, the role will focus on delivering an attractive and cost-effective events and activities calendar, raising positive media and public profile, and engaging and encouraging visitor enjoyment and engagement with the project. In all aspects of the role, building excellent relationships with others across the Project, the Garden and beyond is expected.

A. General Responsibilities

1. Contributing to the formulation and delivery of the project's marketing and events strategy and plan, and its effective delivery with the aim of raising GTF's profile and encouraging engagement and participation through events and activities.
2. Developing and building positive existing and new relationships for the success of the Project.
3. Building strategic collaborations with partners and organisations such as stakeholders, funders, and other venues and visitor attractions.

B. Specific responsibilities

4. Developing an annual and ongoing GTF events programme and budget in conjunction with the Project Co-ordinator, the Garden's Head of Science and Head of Marketing, and other members of the Garden's management team. This is to include researching, developing and presenting new and innovative ideas and approaches for events that are inclusive, and are evidenced by positive visitor feedback.
5. Help to plan and deliver external events to meet the Project's objectives in conjunction with the Project team, the Garden's management team and other staff and volunteers. As appropriate, liaise and work with members of the management team, and their staff, to ensure activities both meet and integrate with their areas of responsibility. This includes, but is not limited to, the corporate requirements for quality management, health and safety, legal compliance, environmental policies and general duty of care.
6. Project manage individual events in the calendar to ensure they meet the highest possible standards and demonstrate best practice.

7. Manage and monitor the Project's events and marketing budget in liaison with the Project Co-ordinator and the Garden's Finance team. This will include keeping records of the individual events and allocations, as well as an overview of budget.
8. Develop, maintain and keep updated an appropriate and effective database and resource of contacts for the Project's operation in the Botanic Garden, to include records of appropriate and approved exhibitors, participants etc.
9. Create effective relationships and understandings with others, specifically including, but not limited to Project participants, Botanic Garden visitors, media contacts, suppliers, exhibitors and similar.
10. Represent the Project, when necessary, in respect of event development, media communications, and marketing. This may include press and media interviews and appearances.
11. Arrange to collect, monitor, analyse and review feedback from event goers and others to inform future planning and decision making, and to report on progress against targets.
12. Take a leading role in preparing and circulating marketing, communications, and events, mailings and materials and in dealing with and responding to inquiries, comments, and complaints. Co-ordinate and commission printed products and resources.
13. Help ensure that events and marketing activities have a positive and prompt web presence and clear information. Promoting this profile through any other avenues that are appropriate including, but not limited to, Facebook, Twitter, Instagram, Pinterest etc.
14. Liaise and work with the Volunteer co-ordinator to Recruit and motivate volunteer assistance in support of events, and with the Membership officer to provide regular member updates in relation to the Project's activities and events.

C. Other General Duties

15. Contribute, as a member of the GTF team, to any activities or duties that support and promote the Project, and help in its smooth day-to-day running and its overall success.
16. Such other duties as from time to time will be allocated.

This description sets out the current duties which may be varied from time to time in line with organisational need.

PERSON SPECIFICATION

- Specified below are the criteria considered necessary to fulfil the role.
- This information is made openly available to applicants and will form the basis for the recruitment and selection process.
- Only those applicants who meet these criteria adequately will be considered.

Essential Criteria	
1	Educated to degree level or equivalent, and/or significant relevant experience
2	Proven organisational ability and keen attention to detail, capable of working to a high level of individual responsibility and accountability with minimal supervision.
3	Excellent communication skills: oral, written, and interpersonal with developed sense of customer focus.
4	High-level keyboard skills and IT competence including use of social media, word processing, email, Excel, data input, data collation and spreadsheet management.
5	Creativity and problem-solving approach with clear ability to multi-task, and work flexibly in a high-paced environment, delivering to deadlines.
6	Excellent as part of a team co-ordinating with others, e.g. cross-functionally both within and beyond the organisation.
7	Keen awareness of business need, imperatives, and goals of a small organisation.
8	The ability to attend meetings and events at other locations throughout Wales
9	Fluency in written and spoken Welsh
Desirable Criteria	
10	Practical experience and ideally a qualification in horticulture, wildlife gardening and/or conservation.