



Llanarthne, Carmarthenshire, SA32 8HG  
Tel: (01558) 667148 Fax: (01558) 668933  
Llanarthne, Sir Gaerfyrddin, SA32 8HG  
Ffôn: (01558) 667148 Ffacs: (01558) 668933  
[www.gardenofwales.org.uk](http://www.gardenofwales.org.uk)

## ADVERT

### Marketing Officer National Botanic Garden of Wales

This is an opportunity for you to become part of a lively and innovative team, working to promote the profile and achievements of one of the most iconic destinations in Wales. The National Botanic Garden of Wales is making a real difference to conservation, education, sustainability, and the enjoyment of the visitor. Find out more by exploring our web site <https://botanicgarden.wales/>.

The successful candidate will be Welsh speaking and have some experience of devising and delivering events. They will also have a track record on social media.

The postholder will drive the Garden's social media strategy – on Facebook, Twitter, Instagram and LinkedIn. You will also need 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, 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 off-site, and be flexible in relation to working times/days.

#### **OUTLINE DETAILS OF APPOINTMENT**

Starting from the soonest date which can be arranged, this is a full-time permanent role of 37.5 hours per week. The working pattern is expected to provide cover for an informal rota system of 5 days out of 7. The salary is £17,000 per annum.

You are invited to explore the Garden website to learn more about us.

Informal enquiries are welcome and should be directed to David Hardy, Head of Marketing and Communications - [david.hardy@gardenofwales.org.uk](mailto:david.hardy@gardenofwales.org.uk)

**Applications, in the form of a cover letter and CV clearly showing how you meet the criteria should be sent, preferably as electronic copy, to Lisa Hughes at [lisa.hughes@gardenofwales.org.uk](mailto:lisa.hughes@gardenofwales.org.uk) by 9am **Friday 2 August 2019**.** Interviews are currently planned for week commencing **August 12th 2019**.



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**NATIONAL BOTANIC GARDEN OF WALES**  
**GARDD BOTANEG GENEDLAETHOL CYMRU**  
**Marketing Officer Job Description**

<b>Post Title</b>	Marketing Officer
<b>Department</b>	Marketing and Communications
<b>Reports to</b>	Head of Marketing and Communications
<b>Responsible for</b>	No other
<b>Salary</b>	£17,000 per annum
<b>Hours</b>	37.5 per week, full-time

**OUTLINE purpose of the role**

This is a key role in the Marketing and Communications team which supports the Garden's core mission, ethos and ongoing success. Contributing widely and proactively, both strategically and operationally, the role focuses on delivering an attractive and cost-effective events and activities calendar, raising positive media and public profile, and both engaging and encouraging visitor enjoyment and footfall. In all aspects of the role, building excellent relationships with others inside and beyond the Garden is expected.

**A. General Responsibilities**

1. Contributing to the formulation and delivery of the Garden's marketing strategy and plan, and its effective delivery with the aim of generating income and reputational profile for the Garden.
2. Developing and building positive existing and new relationships inside and beyond the Garden.
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 on-going events programme and budget for the Garden in conjunction with the Head of Marketing and Communications, and other members of the Garden management team. This 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 in conjunction with the Garden management team and other staff and volunteers. As appropriate, liaise and work with members of the management team, and their staff, to ensure activities 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. Work with the Growing the Future and Regency Restoration projects to jointly promote and market associated events and activities.

7. Project manage individual events in the calendar to ensure they meet the highest possible standards and demonstrate best practice.
8. Manage and monitor the day-to-day events and marketing budget in liaison with the Head of Marketing and Communications, and the accounts team. This will include keeping records of the individual events and allocations, as well as an overview of budget.
9. Develop, maintain, and keep updated, an appropriate and effective database and resource of contacts for the Marketing and Communications operation in the Garden, to include records of appropriate and approved exhibitors.
10. Create effective relationships and understandings with others, specifically including, but not limited to, those with visitors, members, media contacts, suppliers, exhibitors, accommodation providers, tour operators and similar.
11. Represent the Garden, when necessary, in respect of event development, media communications, and marketing. This may include press and media interviews and appearances.
12. Arrange to collect, monitor, analyse and review feedback from visitors and others to inform future planning and decision making and to report on progress against targets.
13. Take a leading role in preparing and circulating marketing, communications, and events, mailings and materials and in dealing with and responding to visitor enquiries, comments, and complaints. Co-ordinate leaflet and other publication resources Liaison and co-ordination of leaflet distribution
14. Help ensure that events and marketing activities and opportunities 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.
15. 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 activities and events at the Garden.
16. Helping to co-ordinate value added commercial income to the Garden wherever possible through additional retail sales and linkage.

**C. Other General Duties**

17. Contribute, as a member of the Garden staff team, to any activities or duties that support and promote the Garden, and help in its smooth day-to-day running and its overall success.
18. 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.

## Marketing Officer - 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.

<b>Criteria and evidence expected:</b>				
	Education/Qualifications Knowledge/Experience Competencies/abilities	Paper application	Interview	In post
<b>Essential Criteria</b>				
1	HND/degree, or equivalent, in a relevant subject, 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 word processing, email, Excel, data input, data collation, and database management, and use of social media.	✓		✓
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 at other locations (some day-visits Wales and occasionally beyond)	✓	✓	✓
9	Fluency in written and spoken Welsh	✓	✓	✓
<b>Desirable Criteria</b>				
10	Flexibility in relation to working times/days	✓	✓	✓