

# Local Groups Communications Officer

## Role

- To encourage and increase garden visits, in particular organised group visits to 'By Arrangement' gardens in and near your County.
- To support and raise the profile of 'by arrangement' gardens, liaising with their owners, other local team members and the team at Hatchlands Head Office.
- To coordinate communications with local and not-for-profits groups and capture their details.

## Reports to

County Organiser (with close working links to the Visitor Development Manager at Head Office)

## Location

Home based but with travel to gardens and other events/meetings.

## Core activities:

- Develop a good relationship with all the County's 'by arrangement' garden owners, in conjunction with their relevant CO and ACOs.
- Develop a good knowledge of all the County's 'by arrangement' gardens, particularly in relation to group visits – e.g. parking, accessibility, special features.
- Liaise with 'by arrangement' garden owners to create a list of groups who have visited them.
- Initiate, develop and update a list of local & not-for-profit groups who have visited, or might be interested in organising a group visit to 'by arrangement' gardens. e.g. WI, U3A, Horticultural/gardening groups, Probus, Social groups, etc.
- Create and distribute emails or e-newsletters to local groups, promoting the opportunity to visit 'by arrangement' gardens, as well as other National Garden Scheme information or activities that may be of interest. Agree content and schedule with CO and CTM[s].
- When relevant, liaise with Hatchlands Marketing and Communications team for guidelines on brand and design.
- Work with your County Team colleagues on opportunities to promote 'by arrangement' visits, which may include talks, garden openings, local shows and events.
- Respond to requests from the Visitor Development Manager at Head Office, to include:
  - Details on 'by arrangement' gardens.
  - Assistance with group enquiries (particularly from tour companies or overseas groups).
  - Information on group visits to the County's 'by arrangement' gardens.
  - Information on communications with local groups (eg Newsletters).
- Liaise with the Visitor Development Manager and other county teams to share ideas, experiences and best practice to further promote 'by arrangement' garden visits.
- Attend National, County and Regional Meetings and other events as appropriate.

## Skills

- Knowledge of National Garden Scheme gardens in your county or willingness to learn about them.
- Good organisational skills, particularly the ability to collate and retrieve information.
- Good communication skills, in particular the ability to write engaging content to promote 'by arrangement' garden visits.
- Reasonable ICT skills, and email access required.

## Personal qualities

- Excellent communicator and relationship builder; at ease with a wide variety of people; show patience and tact in dealing with local organisations and Garden Owners.
- Should enjoy working as part of a close team, offering a mature, helpful approach to colleagues and Garden Owners.
- Pro-active in contributing ideas to benefit the National Garden Scheme.
- A love of gardens.
- Car driver essential.
- Sense of humour!

## Note for County Organisers

The role description implies a single role, however in some counties this may be divided between more people, or one person may have additional responsibilities. If resourcing/staffing the full role becomes problematic, it may be worth considering a minimum level of activity centred around communicating the core information on 'by arrangement' gardens to local groups, especially in the autumn when many plan their group's visits for the following year.