



### **COUNTY PUBLICITY OFFICER (Volunteer)**

**Role:** To increase visitor numbers by promoting gardens and developing good relations with local press, radio, TV, internet and other media; to liaise with the Marketing and Communications Team at Head Office to maximise promotional activity for the benefit of the National Garden Scheme.

Reports to: County Organiser with close working links to the Marketing and Communications Team.

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

#### **Core activities:**

- Maintain and develop a list of local promotional/media contacts.
- Devise a programme of promotional activity to attract media interest throughout the garden opening season.
- Respond to requests for assistance from the Marketing and Communications Team.
- Liaise with the Marketing and Communications Team on photography taken at County level, especially new gardens recruited for the following year.
- Act as spokesperson for the National Garden Scheme on radio at local events [and talks if relevant] and where appropriate involve other team members in promotional work.
- Attend National, County and Regional Meetings and other events as requested.

#### **Skills:**

- Knowledge of National Garden Scheme gardens or willingness to learn about them.
- Ability to obtain good digital images
- Ability to write clear, concise descriptions, stories for local media.
- ICT skills and email access required.

#### **Personal qualities:**

Excellent communication skills; at ease with a wide variety of people; patience and tact in dealing with volunteers and Garden Owners.

Pro-active in contributing ideas to benefit the National Garden Scheme. A love of gardens. Should enjoy working as part of a close team, showing a mature, helpful approach to colleagues and Garden Owners.

Car driver essential.

Sense of humour!