



## **PUBLICITY & SOCIAL MEDIA OFFICER (Volunteer)**

**Role:** To increase visitor numbers by promoting gardens and developing good relations within social media circles, local press, radio, TV, internet and other media; to liaise with the Marketing and Communications Team at Head Office to maximise social media and 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 social media contacts and work with Head Office contacts as required.
- 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 and, where possible, to maintain interest and social media presence at other times.
- 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.
- Respond to requests for assistance from the Marketing and Communications Team.
- 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 write clear, concise descriptions and stories and to use images effectively for social media.
- Good social media knowledge on multiple platforms.
- Ability to work with garden owners to develop content for social media use, and to work with beneficiary representatives to improve the spread of social media contacts.
- 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.

Bilingual/ Welsh speaker.

Car driver essential. Sense of humour!