



Publicity Officer Wiltshire – (Volunteer Vacancy)

Role: To help increase visitor numbers by promoting gardens and developing good relationships with local press, radio, TV and interested groups within the county whilst also liaising with the Marketing and Communications Team at Head Office to maximise promotional activity for the benefit of the National Garden Scheme.

Reports to: Wiltshire County Organisers with close working links to our Marketing and Communications Team in Head Office.

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

Core activities:

- Maintain and develop a list of local promotional/media contacts.
- Ensure that local gardening groups are informed of National Garden Scheme openings during the season.
- 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.
- 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 and background information for local media.
- IT 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.

- If you are interested, please contact Ros Ford or Alex Graham Wiltshire County Organisers by email: ros.ford@ngs.org.uk or alex.graham@ngs.org.uk