



KENT COUNTY PUBLICITY OFFICER (Volunteer)

Role: To increase Kent garden visitor numbers by promoting gardens and developing effective relations with internet, print media and TV; liaising with the County Organiser.

Report to: County Organiser. Liaise as required to County Team and Hatchlands Marketing and Communications Team.

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

Core activities:

- Take a lead in maintaining and updating NGS Kent Facebook account, coordinating with other team contributors
- Devise a year-round programme of promotional activity to attract media and garden visitor interest in local and national print publications
- Respond to requests from Hatchlands Marketing and Communications Team
- Liaise with County Organiser and Hatchlands Marketing and Communications Team on photography taken at County level, especially for new gardens
- Attend national, county and regional meetings and other events as requested
- Maintain and develop a list of local promotional/media contacts

Skills:

- Knowledge of National Garden Scheme gardens or willingness to learn
- 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!