



## Publicity Officer Dorset – (Volunteer Vacancy)

**Role:** To increase visitor numbers by promoting gardens and developing good relations with local press, radio, TV, internet and other media, 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:** Dorset County Organiser 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.
- 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.

If you are interested, please contact Alison Wright, Dorset County Organiser by email: [alison.wright@ngs.org.uk](mailto:alison.wright@ngs.org.uk) or tel: 01935 83652 or 07538 385350.