



## Forest Live Marketing Support

Dalby Forest (Yorkshire) and Sherwood Pines forest (Nottinghamshire)

<b>Country</b>	England
<b>Location</b>	Pickering, Yorkshire
<b>Pay Band and hours</b>	PB7 at 37 hours per week (£16,644)
<b>Position Type</b>	<b>Seasonal pilot opportunity</b> Temporary post - 4 month from the start date
<b>Closing date for applications</b>	11.59pm, Sunday 6 <sup>th</sup> March 2016
<b>Proposed interview date and location</b>	Friday 18 <sup>th</sup> March 2016 Yorkshire Forest District Pickering Office

## Background Information

The Forestry Commission is committed to taking the importance of woodlands to new audiences, and to date Forest Live has attracted over 1.4 million customers. 2015 saw over 129,000 tickets sold across 23 shows. The outdoor Forest Live Music programme which runs across 7 unique locations is self-sustaining, and provides valuable revenue to invest in our management of woodlands in a variety of social and environmental projects. Previous headline artists have included a diverse range of international artists including: Sam Smith, Robert Plant, Tom Odell, Plan B, Ed Sheeran, Paul Weller, The Script, Paloma Faith, Blondie, Jessie J, Simply Red, Little Mix to Massive Attack, Elbow & The Courteeners. This year's line up includes Kaiser Chiefs, Paul Heaton & Jacqui Abbott, John Newman and Guy Garvey, see [www.forestry.gov.uk/music](http://www.forestry.gov.uk/music)

This vacancy is an ideal opportunity to make a real difference to a major cultural event and to have input into Forest Live's marketing, promotions and social media plan for an established and highly respected live concert series.

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## Purpose of the job and role details

The Marketing support post-holder will focus on the Forest Live marketing and promotion plan at Dalby Forest (Yorkshire) and Sherwood Pines Forest (Nottinghamshire) to:

Increase ticket sales, develop greater awareness of individual site events, and the wider programme; Build greater forest live brand awareness with local communities and organisations, and, help to evaluate the impact of any focused marketing and promotional effort.

Acts released to date include Guy Garvey, John Newman, Paul Heaton & Jacqui Abbott and the Kaiser Chiefs.

- The hours of work will be 37 hours per week for a four month period from the start date.
- Reporting directly to the Events Manager, the post holder will also liaise with local marketing staff, with the Forest Live Programme Director and the PR consultant.
- This role is intended to trial the impact of additional support for on the ground and social media marketing, the main focus being on 2 sites but also supporting the wider programme. As such there will be an evaluation element. Sites are:
  - Sherwood Forest, Nottinghamshire
  - Dalby Forest, North YorkshireEach site will have a targeted approach based on needs identified.
- The post will be at Forestry Commission, Pay Band 7 level, 37 hours (£16,644 salary) and will also attract a proportion of annual leave entitlement.
- The post will be based in Pickering, North Yorkshire. Travel is expected across the areas that encompass the sites and a driving license is essential. Travel and subsistence allowances will be claimed in line with organisational arrangements. Overnight stays will be required.

## Key Work Areas

- Work with the Events manager and marketing teams to develop and implement plans to improve the impact that marketing has on the Forest Live events programme.
- Evaluate the success of marketing and promotional activities undertaken and compile a post-concert report to include statistics on reach of activities and any future ideas or recommendations.
- Maintain a contacts database

## Digital

- Maximize digital marketing opportunities on owned media, as well as borrowed

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media including social media platforms (including Facebook, twitter, instagram and YouTube etc), blogs and external websites etc.

- Develop high quality, effective content to drive engagement levels and ticket sales e.g. video, stories, imagery and photography for use in blogs and agreed social media feeds.
- Test, implement and review opportunities for cost effective digital advertising
- Attend Forest Live events to monitor social media, provide live social feeds and to harness content and experience for future use.

### Local marketing

- Researching and making contact with local business, supermarkets and hospitality outlets to seek new marketing and promotional opportunities for posters and flier placement.
- Arranging printing and carrying out poster and flier distribution to approved local contacts.
- Manage booking and issuing of artwork by deadline to local print titles in agreement with Events Manager.
- Identify and develop new local marketing opportunities.

## Person specification – Professional and technical competencies

### ESSENTIAL

- Degree in Media, Marketing, English, Journalism, PR or Creative writing course.
- Knowledge and understanding of a broad range of social media platforms and their deployment for commercial purposes.
- Excellent IT skills and competent user of MS Word, Excel and Outlook as well as other appropriate software and programmes.
- Must have access to a car and a driving license (expenses will be paid).

### DESIRABLE

- Work experience in Marketing, Media, Journalism or PR, preferably with strong media production skills and experience in blogging.
- Experience of promoting events.
- An interest in live music and event management
- Basic photo and video editing skills.
- Excellent writing, proofing and editing skills.

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## Person specification – Behavioral competencies:

### ESSENTIAL

(Based on Civil Service Core Competencies)

#### Changing and Improving

- Willingness to learn new procedures, seek to exploit new technologies and help colleagues to do the same.
- Review working practices and come up with ideas to improve the way things are done.

#### Leading and Communicating

- Excellent communication skills, face to face or via phone or email with high standard of written and verbal English. Persuasive in-person and telephone communication skills
- Write clearly in plain simple language and check work for spelling and grammar, learning from previous inaccuracies
- Communicate in a way that meets and anticipates the customer's requirements and gives a favourable impression of the Civil Service

#### Managing a Quality Service

- Work in a way that draws on your knowledge and expertise to a high standard and provides a service that meets customer/stakeholder needs
- Understand and apply FC procedures and quality standards to best effect.
- Take responsibility for the quality of your work and keep your manager informed of how the work is progressing

#### Delivering at Pace

- Work with energy and pace to get the job done with the ability to multi-task effectively in a deadline driven environment.
- Plan, prioritise and organise resources effectively and efficiently to ensure projects are delivered in line with agreed time, cost and quality standards

#### Working with Others

- Inspire and motivate the whole team
- Be approachable, open, polite and helpful to others. Recognise when help is needed and willingly offer support to colleagues

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## Apply and further information

The duties of this post require frequent travel, therefore applicants need to have a full driving licence that enables them to drive in the UK. However, the Forestry Commission is willing to consider any proposals put forward by applicants that would allow them to do the job by other means.

The duties of the post require a flexible 7 day working week to allow for rostering on weekends, bank holidays and evenings. This will be discussed with the line manager on appointment.

Appointments to the Forestry Commission are made at the entry level of the salary quoted above except in exceptional circumstances where a candidates' experience and skills may justify a higher starting salary.

The successful candidate will be required to undertake a Basic Disclosure check in line with HMG Baseline Personnel Security Standard.

### **Applications will be received up until 11.59pm on the 6<sup>th</sup> March 2016**

Please send a brief CV summary and a maximum of two pages detailing how your skills and experience meet the requirements laid out in the key work areas, skills and competencies in the person specification - making a direct link to the competency headings. Your response should include why you would like to be considered for this opportunity and what skills you would bring to the role.

Applications should be emailed to [marketing@forestry.gsi.gov.uk](mailto:marketing@forestry.gsi.gov.uk)  
Any questions should be directed to Josephine Lavelle on 07979 513 343.

More information about Forest Live:  
[www.forestry.gov.uk/music](http://www.forestry.gov.uk/music)

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## Working for the Forestry Commission

### Working for the Civil Service

The Civil Service embraces diversity and promotes equality of opportunity. We recruit by merit on the basis of fair and open competition, as outlined in the Civil Service Commission's [recruitment principles](#). There is a guaranteed interview scheme (GIS) for candidates with disabilities who meet the minimum selection criteria.

### Pensions

[Civil Service pension schemes](#) may be available for successful candidates.

### Security

Successful candidates must pass [basic security checks](#).

### Nationality statement

Candidates will be subject to [UK immigration](#) requirements as well as [Civil Service nationality rules](#).

If you're applying for a role requiring security clearance please be aware that foreign or dual nationality is not an automatic bar. However certain posts may have restrictions which could affect those who do not have sole British nationality or who have personal connections with certain countries outside the UK.

### Nationality requirements

Open to UK, [Commonwealth](#) and [European Economic Area \(EEA\)](#) and certain non EEA nationals. Further information on whether you are able to apply is available [here](#).

### Eligibility

Candidates in their probationary period are eligible to apply for vacancies within this department.

Details of the UK school leaving age rules are located at <https://www.gov.uk/when-you-can-leave-school>. All candidates will be subject to UK school leaving age legislation.

In the 2011 Autumn Statement the Chancellor of the Exchequer announced that the public sector pay awards will average at one percent. This policy continues to apply in the Forestry Commission for the 2015/16 financial year.

Important: Data Protection Act (1998). The information you have supplied in your application will comprise personal data (as such term is defined by the Data Protection

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Act 1998) (the DPA), some of which may be classified as sensitive-personal data (as such term is defined by the DPA). The Department will be the data controller (as such term is defined by the DPA) in respect of the personal data. The Department will process your personal data fairly and lawfully in accordance with the principles of the DPA for the purposes of recruitment. The Department will share your personal data, including any sensitive personal data, with Civil Service Resourcing who provide and maintain the CS Jobs e-Recruitment portal and are our data processor for these purposes.

If you are offered a job, certain elements of data will be shared with the appropriate authorities to process checks including the National Collection of Criminal Records or with HM Revenue & Customs. These authorities will protect the information which you provide, process it fairly and lawfully in accordance with the principles of the DPA and will ensure that it is not passed to anyone who is not authorised to see it.

By agreeing that your application is subject to the above statements, you are explicitly consenting for the personal data you provide to be processed in the manner described. If you have any concerns about any of the questions or what we will do with the information you provide, please e-mail us for further information email us. Candidates can claim travel costs if they attend an interview/selection stage for the vacancy.