



Marketing Officer

National Botanic Garden of Wales

This is an opportunity for you to become part of a lively and innovative team, working to promote the profile and achievements of one of the most iconic destinations in Wales. The National Botanic Garden of Wales is making a real difference to conservation, education, sustainability, and the enjoyment of the visitor. Find out more by exploring our web site <https://botanicgarden.wales/>.

The successful candidate will have experience of delivering both digital and traditional marketing campaigns bilingually, have excellent copy writing skills and have experience of designing marketing collateral.

The postholder will drive the Garden's social media strategy – on Facebook, Twitter, Instagram, LinkedIn and TikTok, and manage day-to-day updates on the Garden website. You will play an active role in helping to deliver the Garden's events calendar by supporting the events team. You will also need proven organisational ability, with keen attention to detail, and be capable of working at fast-pace as part of a small team, as well as independently with minimal supervision. High level IT skills are essential, including the graphic design of marketing material. Together with creativity and a problem-solving approach, you will also have a good understanding of the needs and goals of a charitable organisation.

You will enjoy working with people and developing positive relationships at all levels, be able to participate in meetings off-site, and be flexible in relation to working times/days.

OUTLINE DETAILS OF APPOINTMENT

Starting from the soonest date which can be arranged, this is a full-time permanent role of 37.5 hours per week. The working pattern is expected to provide cover for an informal rota system of 5 days out of 7. The salary is £25,000 per annum.

You are invited to explore the Garden website to learn more about us.

Informal enquiries are welcome and should be directed to Matthew Newbold, Head of Marketing, Communications & Engagement - matthew.newbold@gardenofwales.org.uk



NATIONAL BOTANIC GARDEN OF WALES
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Job Description

Post Title	Marketing Officer
Department	Marketing, Communications & Engagement
Reports to	Marketing, Communications & Engagement
Responsible for	No other

OUTLINE purpose of the role

This is a key role in the Marketing, Communications & Engagement team which supports the Garden's core mission, ethos, and ongoing success. Contributing widely and proactively, both strategically and operationally, the role will focus on delivering high quality marketing campaigns (digitally and traditionally), raising positive media and public profile, supporting an attractive and diverse events and activities calendar and both engaging and encouraging visitor enjoyment and footfall. In all aspects of the role building excellent relationships with others inside and beyond the Garden is expected.

A. General Responsibilities

1. Contributing to the formulation and delivery of the Garden's Marketing Strategy, and its effective delivery with the aim of increasing visitor numbers and members, generating income, and improving the reputational profile for the Garden.
2. Developing and building positive existing and new relationships inside and beyond the Garden.
3. Building strategic collaborations with partners and organisations such stakeholders, funders, and other venues and visitor attractions.

B. Specific responsibilities

4. The day-to-day management of the Garden's current social media platforms (Facebook, Instagram, Twitter / X, LinkedIn) - both in English & Welsh.
5. The development/launch and management of the Garden's new TikTok account .
6. The daily content management of the Garden's website (English & Welsh pages) using WordPress CMS.
7. Liaising with the external Website Designers in terms of ensuring the website runs effectively, and that any upgrades and improvements are made.



8. The design and content creation and of various marketing collateral (both digital and traditional) including posters, leaflets, brochures, flyers, banners, signs, advertisements, exhibition displays, digital signage, videos – both in English & Welsh.

9. Work closely with other departments within the Garden to ensure all services are effectively promoted.

10. Work effectively with external media agencies to develop seasonal and targeted campaigns nationally.

11. Be an integral part of the team's delivery of the annual events calendar through providing support to the Events Co-ordinator when required, and being available to provide support during the events, which includes weekends.

12. Represent the marketing team (when required) at external events, shows and exhibitions in order to raise the Garden's profile. This may include extensive travel including weekends

13. Create effective relationships and understandings with others, specifically including, but not limited to, those with visitors, members, media contacts, suppliers, exhibitors, accommodation providers, tour operators and similar.

14. Represent the Garden, when necessary, in respect of event development, media communications, and marketing. This may include press and media interviews and appearances.

15. Arrange to collect, monitor, analyse and review feedback from visitors and others to inform future planning and decision making and to report on progress against targets.

C. Other General Duties

16. Contribute, as a member of the Garden staff team, to any activities or duties that support and promote the Garden, and help in its smooth day-to-day running and its overall success.

17. Such other duties as from time to time will be allocated.

This description sets out the current duties which may be varied from time to time in line with organisational need.

Marketing Officer - PERSON SPECIFICATION

- Specified below are the criteria considered necessary to fulfil the role.
- This information is made openly available to applicants and will form the basis for the recruitment and selection process.
- Only those applicants who meet these criteria adequately will be considered.

Criteria and evidence expected:				
Education/Qualifications Knowledge/Experience Competencies/Abilities		Paper application	Interview	In post
Essential Criteria				
1	HND/Degree, or equivalent, in a relevant subject, or significant relevant experience.	✓	✓	
2	Proven organisational ability and keen attention to detail, capable of working to a high level of individual responsibility and accountability with minimal supervision.	✓	✓	✓
3	Excellent communication skills: oral, written, and interpersonal with developed sense of customer focus	✓	✓	✓
4	High level keyboard skills and IT competence including word processing, email, Excel, data input, data collation, database management, website management, social media and graphic design.	✓		✓
5	Creativity and problem-solving approach with clear ability to multi-task, and work flexibly in a high-paced environment, delivering to deadlines.	✓	✓	✓
6	Excellent as part of a team co-ordinating with others, e.g. crossfunctionally both within and beyond the organisation.	✓	✓	✓
7	Keen awareness of business need, imperatives, and goals of a small organisation.	✓	✓	✓
8	The ability to attend meetings at other locations (day visits - Wales and occasionally beyond).	✓	✓	✓
9	Fluency in written and spoken Welsh.	✓	✓	✓
Desirable Criteria				
10	Flexibility in relation to working times/days.	✓	✓	✓