



JOB DESCRIPTION

Job Title:	Coed Lleol / Actif Woods Wales Publicity Coordinator
Employer:	Small Woods Association, registered charity 1081874
Location:	Based at the Coed Lleol office in Machynlleth, mid-Wales
Salary:	£22,957 pro rata. Fixed term contract until end of August 2019
Hours of Work:	2 days per week. Working hours are flexible but you will need to be available for meetings and events on particular days.
Responsible to:	Coed Lleol Manager
Responsible for:	Press & external communications
Job Purpose:	
<p>A. To raise the profile of Actif Woods Wales through project publicity, promotion and outreach including press, website/social media, publicity.</p> <p>B. To disseminate expertise and knowledge through writing articles for Small Wood, mailouts, and support mentors in organising project events.</p>	
Main Duties and Responsibilities:	
<ol style="list-style-type: none"> Maintaining an appropriate, wide reaching and effective online presence; maintain /develop the Coed Lleol website, compile e-bulletins and ensure the website reflects current activities. Co-ordinate social media presence, manage access and page roles. Provide training in this where needed. Develop local publicity material, where possible to be editable by Woodland mentors and organisations. Provide training to appropriate people in how to do this. For the purpose of external communications support local mentors to keep contacts sheet up to date and keep up to date press contacts. Communicate with National press and support Woodland mentors with local press releases. Keep publicity record. Source material to write articles for the Small Woods and other magazines to showcase the work of Actif Woods, including stories which show the benefits of getting active in woodlands and how this impacts on people's lives. 	



7. Help the team to plan, promote and organise project events; posters, contacts, guest speakers etc.
8. Represent the organisation and project at events, sometimes giving presentations about our work.
9. Proactively work towards delivering the existing Communications Strategy and record how the project is developing.
10. Carry out any other similar duties as can reasonably be required of the post.

Person specification:

Essential	Desirable
Previous experience of developing publicity materials	A relevant degree and/or professional qualification or equivalent experience
Interest in people, health and well-being and the outdoors	Knowledge of woodlands and woodland management
Excellent Word processing and IT skills, experience of website maintenance	Experience of website development
Excellent communicator to a wide range of audiences. through presentations, reports and email	Experience of coordinating and organising events
Able to work on own initiative; self-starting and proactive	Current driving licence and access to car insured for work use
	Experience of coordinating events