



Job Description: Small Woods Communications Officer

Post Title: Small Woods Communications Student Placement
Salary: £10,000
Contract: Initially, a three month probation – then 12 months placement

Responsible to: Woodland Management Policy and Projects Manager
Key Relationship: Small Woods Association members & general public
Based at: Green Wood Centre, Coalbrookdale, Shropshire

Job Purpose:

1. To coordinate communication, primarily to members, but also to the wider interested public, including electronic; and
2. To coordinate member services, including events, training, regional coordinators & responding to members' enquiries.

Main Duties and Responsibilities:

The post holder will be conversant with the range of issues related to multi-objective woodland management in Small Woods. Working within a multi-functional team:

- You should be able to communicate with members on a broad range of their concerns; signposting them to reliable technical advice; as well as identifying and organising responses to issues of common concern to small woodland owners.
- You will be responsible for overseeing the organisations Facebook profiles and for uploading relevant content to the website.
- You will be responsible for the interface between the organisation's member databases and the website.
- You will be required to interface with members, representing the SWA with members, as well as coordinating SWA presence at woodfairs and similar events.
- You will provide support a growing network of regional or county co-ordinators, and work with them to grow local networks of members.

Based at the Green Wood Centre in Shropshire, you will work as part of a small, friendly team. Success in the job brings the potential for growth in responsibility, hours and will be assessed regularly. Initially offered on a 3 month trial basis, the job is part of the core functions of the organisation and will continue in some form after the trial period is over. The placement is offered as a development role.



Specific responsibilities

- Coordinate and improve member services within the budget available, including the development of local networks, providing support to regional co-ordinators, events, seminars and training to achieve SWA's objectives of improving woodland management
- To be the organisation's main coordinator of information for members, including issues involved in managing woodlands, management techniques and equipment, legal and planning issues development and use of woodlands, management, insurance and wood products.
- Support organisation and promotion of the annual programme of engaging member events, including undertaking risk assessments.
- Proactive and creative promotion of the training programme.
- Respond to SWA members' requests for advice and guidance on practical issues relevant to the management and ownership of small woodlands.
- Develop a database of FAQs, to support effective management of queries.
- Ensure the SWA website is kept updated with a steady supply of good quality material and ensuring training and event notices are in place across all communication channels.
- Coordinate maintenance of the members' handbook and information leaflets; Ensure that membership package remains attractive. Scope out and plan additions and improvements; and obtain regular feedback, working with the membership officer.
- Coordinate e-newsletter (8 times per annum);
- Support the line manager in developing strategies to grow membership across the full range of those with an interest in small woodlands, including owners, managers, farmers, craft workers, social forestry and community woodland interests
- Support the editor to ensure the Smallwoods magazine continues to reflect members' interests and views, and remains fresh, relevant and interesting
- Support organisation of the annual conference and AGM of the Small Woods Association, working with the line manager and the CEO and the production of the Annual Review.
- Undertake other similar duties as appropriate



Person specification

	Essential	Desirable
Experience	<p>Public/customer facing experience, particularly in membership organisations</p> <p>Marketing, promotion in a relevant context</p>	<p>1-2 years relevant practical woodland management or forestry experience in the private, voluntary or public sector.</p> <p>Work experience in the charity or environmental sector, particularly in general and membership communication.</p>
Knowledge	<p>An understanding of how membership organisations work</p> <p>A knowledge of databases that support membership</p>	<p>Understanding of the woodland sector and sustainable woodland management.</p> <p>Understanding of the GDPR</p>
Skills and abilities	<p>Good IT skills, particularly, databases and spreadsheets</p> <p>Good communication skills, particularly web-based communication and social media.</p> <p>Full current driving licence and access to a car</p>	<p>Good technical knowledge regarding the ownership and management of small woodlands.</p> <p>Ability to act as an advocate for small woods and be an effective ambassador for the organisation.</p>
Qualifications	<p>3 A levels or equivalent</p> <p>5 GCSEs, including Maths and English</p>	<p>Studying for a relevant Degree would be an advantage, e.g., Business management, Communications, Environmental Science or Forestry</p> <p>1-2 years' experience in an equivalent level to this post</p>
Personal qualities	<p>Approachable and comfortable with people, particularly Small Woods members</p> <p>Motivated, confident, committed individual</p> <p>Team player, able to network with and work readily with others</p> <p>Able to work on own initiative with minimum supervision.</p>	<p>Understanding of and commitment to the principles of sustainability</p>