

## Job description

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Job title:	<b>Communications Officer</b>
Salary:	£29,000 - £32,000 per annum pro rata (based on a 35-hour week)
Location:	Hybrid 80% Westonbirt Arboretum, 20% remote
Working hours:	Part Time – 21-28 hours p/w. Flexible working considered.
Benefits:	Generous benefits package including 10% employer's pension contribution; and complimentary joint membership.
Reporting to:	Brand & Marketing Manager

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## Westonbirt Arboretum and the Friends of Westonbirt Arboretum

Westonbirt, The National Arboretum is one of Britain's finest tree collections, with the vision to be a world leader in trees, inspiring people through conservation, education, and participation. With over 600 acres homing 15,000 specimens and 2,500 species of tree from all over the world, the arboretum plays a vital part in research and conservation, and is a significant visitor attraction, drawing over 500,000 visitors each year.

Westonbirt Arboretum's story began in the 1850s with the wealthy Victorian landowner, Robert Holford's passion for a natural world. Owner of the large estate centred around Westonbirt House, on a quest to discover rare and extraordinary plants, he used his family fortune to finance and plant collecting expeditions all over the world. These species were brought back to the arboretum and have resulted in the site not only being a breath-taking, diverse landscape but also a world-renowned botanical collection.

From the early 1880s Robert's son, Sir George Holford expanded the arboretum into Silk Wood creating vast drives with wide verges and bays of ornamental trees. With no heir,

his nephew sold the estate; and the land was divided with the mansion becoming a girls' school. In 1956, the entire 600 acres was handed over to the Forestry Commission (now Forestry England) who has continued to improve and expand on the work of the family. The arboretum and Downs landscape is designated a Grade I Registered Park and Garden by English Heritage.

In 1985, a small group of enthusiasts who saw the need to work with the Forestry Commission to preserve, enhance and enlarge this unique landscape, met for the first time. This group became the Friends of Westonbirt Arboretum, a registered charity. Today the charity employs a small number of staff who manage a supporter base of over 38,000 members, some of whom volunteer at the arboretum. In addition, in 2020 the charity formed an enterprise trading subsidiary, which is now responsible for managing and running the Westonbirt Shop.

## Working for the Friends of Westonbirt Arboretum

As an employee of The Friends, you will be part of a team that is passionate about trees and dedicated to inspiring people through education, participation, and conservation. We work closely with Forestry England to support and develop Westonbirt Arboretum as both organisations work towards accomplishing our joint 10-Year Vision for Westonbirt to be a world leader in trees.

Your role with The Friends will contribute to our efforts to nurture and grow our community of over 38,000 supporters and to further public enjoyment and knowledge of Westonbirt. We are a registered charity that supports Westonbirt, and our mission is to inspire people to connect with trees, improving quality of life and securing the arboretum's sustainable future.

Our culture is built on the values of **Integrity, Collaboration, Innovation** and **Clarity**. We are a team that respects and encourages diverse opinions and perspectives. We work collaboratively towards a shared purpose and actively seek to improve ourselves through self-reflection and continuous learning. We take pride in our ability to be agile and creative, which enables us to be forward-thinking and progressive. We are committed to ethical decision-making, holding ourselves accountable for our actions. We communicate skilfully, ensuring we inform and engage people effectively to showcase our impact.

Most importantly, we place the well-being of our colleagues, customers, volunteers, and partners at the heart of everything we do.

If you are passionate about trees and committed to making a difference, then The Friends is the place for you. We offer a challenging and rewarding career where you can make a real impact on the world around you.

Join us and help create a better future for Westonbirt Arboretum, the world of trees and our local community.

## **Role purpose**

The Communications Officer will help bring the story of Westonbirt, The National Arboretum and the mission of Friends of Westonbirt Arboretum (The Friends) to life through engaging and insightful content. Reporting to the Brand & Marketing Manager, the role supports the delivery of the charity's marketing and engagement objectives by creating compelling communications that reflect Westonbirt's status as a world-renowned tree collection and cherished public destination.

This role plays a critical part in supporting membership growth, increasing public understanding of the impact of fundraising, and building long-term engagement with supporters. It also involves building strong internal relationships across the site to uncover and share inspiring stories, projects, and updates that connect The Friends' stakeholders with the breadth of work happening at Westonbirt.

This role will work under the direction of the Brand & Marketing Manager in line with the Income Generation & Engagement strategy of the organisation.

## **Key Responsibilities**

### **Content Creation & Storytelling**

- Develop and deliver inspiring and informative content that communicates the value and impact of Westonbirt's work to a wide range of audiences in line with the Membership & Engagement strategy.
- Create written, visual, and video content for digital and print platforms, including blog posts, member communications, donor stories and fundraising updates.
- Sensitively and appropriately write about scientific topics (e.g., climate science, biodiversity, tree conservation) ensuring these remain accessible and in engaging formats for general audiences.

- Proactively build relationships across Westonbirt site with teams and partners (e.g. education, volunteers, horticulture, research) to gather stories, project news, and insights that can be shared through The Friends' communications channels.

### **Social Media & Digital Communications**

- Implement day-to-day posting and scheduling across The Friends' social media platforms (e.g. Instagram, Facebook, LinkedIn), ensuring consistency in tone, accuracy, and branding.
- Deliver social media campaigns that support key organisational goals, including membership sales, donor engagement, event promotion, and advocacy.
- Monitor and respond to social media engagement and messages, escalating where necessary in line with policy.
- Track performance metrics and contribute to ongoing refinement of content and strategy under the guidance of the Brand & Marketing Manager.

### **Supporter Communications, Membership & Fundraising**

- Create compelling communications that promote The Friends' membership, explain its benefits, and motivate new and renewed sign-ups across channels.
- Support campaigns that highlight the impact of member support and charitable donations, using storytelling to increase understanding and engagement.
- Assist in producing donor and member updates that build long-term relationships and encourage repeat support.
- Contribute to email marketing; including planning, copywriting, layout, and reporting.

### **Website Content & Digital Presence**

- Help maintain and update the The Friends' website, ensuring that content is current, relevant, and aligned with organisational messaging.
- Optimise web content for user experience and search engine visibility, applying basic SEO and analytics insights.
- Ensure all digital content is inclusive and meets accessibility standards.

### **Brand & Organisational Representation**

- Help uphold and apply The Friends' brand identity across all communications, ensuring clarity, consistency, and visual appeal.

- Ensure messaging aligns with the strategic priorities of the Income Generation & Engagement strategy, including income growth from membership and fundraising.

### **Collaboration & Support**

- Work closely with the wider The Friends' team, including Fundraising, Membership, and Supporter Services, to align messaging across the supporter journey.
- Liaise with Forestry England's local and national teams to ensure consistent communication and collaboration in line with their marketing policies.
- Support on-site events and campaigns with communications planning and live social media coverage when needed.

### **Essential Skills & Experience**

- Experience in science communication or environmental storytelling.
- Strong writing and editing skills with an ability to tailor content to diverse audiences.
- Experience managing social media accounts and supporting content calendar development.
- Ability to communicate complex topics clearly and persuasively
- Competence in tools such as:
  - Social media scheduling platforms (e.g. Hootsuite)
  - Email marketing platforms (e.g. Raiser's Edge/Mailchimp)
  - CMS (e.g. Hummingbird/WordPress)
  - Canva or Adobe In-Design
- Experience producing content that supports membership growth or charitable fundraising.
- Strong organisational skills and the ability to manage multiple deadlines effectively.

### **Desirable Skills**

- Photography, video production, or graphic design skills.
- Familiarity with Google Analytics and SEO principles.
- Experience working within a charity or membership organisation.
- Understanding of environmental issues relevant to UK audiences.

## Personal Attributes

- Passion for the natural world and a commitment to conservation, education, and participation.
  - Collaborative, curious and team-oriented.
  - Enthusiastic communicator with empathy and authenticity.
  - Creative thinker with strong attention to detail.
  - Proactive, collaborative, and able to work independently in a small, dynamic team.
  - Commitment to inclusivity, accessibility, and responsible communication practices.
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## How to apply

**Closing date: 31 July 2025 – early applications advised**

### 1. Complete the Screening Questions

Fill out the screening questions form: <https://forms.office.com/e/9dttz0LUXV>

### 2. Wait for Our Response

After you submit your answers, our team will review them. We aim to get back to you within **5 working days**.

### 3. Next Steps

If you pass the initial screening, you'll be invited to complete a full application form and tell us more about why you're a great fit for the role.

## Need Help?

If you need any support or adjustments to complete the form, please let us know – [recruitment@fowa.org.uk](mailto:recruitment@fowa.org.uk)

All applications and communication will be treated as confidential.

*We reserve the right to close this vacancy early if we receive sufficient applications for the role.*