

British Association of Landscape Industries

JOB TITLE: MARKETING AND COMMUNICATIONS OFFICER

LOCATION: LANDSCAPE HOUSE, STONELEIGH PARK

RESPONSIBLE TO: MARKETING AND COMMUNICATIONS MANAGER

BRIEF SUMMARY OF MAIN PURPOSE OF JOB:

As the British Association of Landscape Industries' Marketing and Communications Officer you will support the Marketing and Communications Manager in the day-to-day operation of the Marketing and Communications function including all associated activities and requirements. Through all forms of Marketing and Communications you will work to maintain the Association's position as the leading Trade Association for landscape professionals in the UK and support the objectives as set out in the business plan. You will craft and deliver engaging and effective communications to members, the public and stakeholders to support, promote and inspire.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Working across multiple channels to produce innovative solutions and high-quality content including the Association websites, targeted emails, social media channels, video, and printed literature
- Take ownership of all published content, including proofreading, to ensure quality control
- Manage the Association's targeted email marketing, including producing the weekly member update
- Act as a data guardian to provide and maintain GDPR compliant mailing lists
- Introduce marketing automation to the Association's email marketing and make recommendations for continuous improvement
- Maintain the Association's websites, assist members with their profiles and support the Marketing and Communications Manager with ongoing and future developments, including the maintenance of websites that form part of the Association's brand portfolio including GoLandscape and the BALI National Landscape Awards
- Attend industry events and trade shows, either regionally or nationally, on the Association's behalf, including build-up and breakdown of stands and stand equipment
- Support the Marketing and Communications Manager with the research, development, implementation and reporting of national, regional and/or local marketing campaigns that utilises the full 360 marketing mix
- Provide regular press monitoring services and implement reporting mechanisms
- Develop key understanding of the organisation's operations and environment UK wide
- Undertake all other duties consistent with the level of post that the Marketing and Communications Manager would view as reasonable
- Use analytical tools to track social and digital traffic to optimise effective communications

Other duties

1. Answer telephone calls.
2. Maintain good housekeeping within set guidelines.
3. Health & Safety responsibilities to other co-workers should be adhered to.
4. Work closely with key Project Managers in the deliverance of the BALI National Landscape Awards ceremony annually.