

JOB DESCRIPTION

TITLE: Nature Activation and Marketing Officer

POST REF NO: PREF106223

DEPARTMENT: Inclusive Growth

DIVISION: Inclusive Economy

RESPONSIBLE TO: Place Activation and Events Manager

GRADE: M1 (18-month fixed term contract)

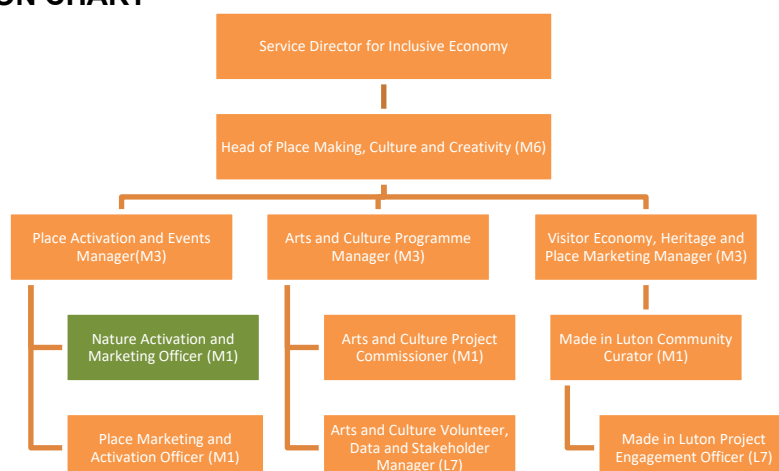
PURPOSE OF POST:

The post holder will be responsible for delivering a programme of activation events and marketing to increase the number of residents accessing and engaging with greenspaces in Luton. This will form part of the work of Luton's Roots to Healthy Places programme, funded by National Lottery Heritage Fund as part of the Nature Towns and Cities initiative.

This post will sit within Luton Council's Culture and Creativity team, reporting to the Head of Place Activation and Events, while engaging closely with the partnership network for the Roots to Healthy Places programme. The post holder will plan and deliver a programme of activations across two summer periods, including physical activity, family-fun days, creative workshops and performances and educational talks and tours.. The post holder will also create marketing assets to promote these events and the Luton's greenspaces via the Step Forward Luton place brand website, social media and place app.

The post holder will need to have some knowledge and understanding of marketing or communications as well as skills related to design, content creation, events delivery and/or project management.

ORGANISATION CHART



PRINCIPAL RESPONSIBILITIES:

	%
1. Plan and oversee the delivery of a place activation programme of approximately 20 events per year in summer 2026 and summer 2027.	40
2. Where necessary, commission some of these events to be delivered by members of the community, including local artists, theatre groups, educators, sport and fitness clubs and nature-based groups.	15
3. Prepare marketing materials to promote events and the greenspaces within the Roots to Healthy Places programme, including leaflets, posters, website content, social media posts and content.	15
4. Work collaboratively with the wider events and place activation team to collaborate on wider town-centre activation and events that support the programme.	10
5. Work with the place marketing manager within the team, as well as Step Forward Luton ambassadors to develop marketing messaging and campaigns linked to the programme.	5
6. Develop marketing assets for the wider programme, including greenspace maps, information boards and other assets developed through co-production with the community.	5
7. Collect evaluation data through event surveys and attendance data to evaluate the impact of the activation programme.	5
8.. Attend meetings with the Health and Nature Partnership leading and contribute the discussions and planning to strengthen the wider programme aims.	5

DIMENSIONS:

Supervisory Management:

No direct line management, but will influence the work direction of both internal and external colleagues.

Financial Resources:

Reporting into the Place Activation and Events Manager, the post holder will have access to resources within the place activation and marketing budgets to deliver their objectives.

Physical Resources:

N/A

CONTEXT:

Luton 2040 is a shared vision for a healthy, fair and sustainable town where everyone can thrive and no-one has to live in poverty. This vision has been built by residents and partners across our town and is being delivered by everyone together. Within this vision are objectives to raise civic pride and build a more inclusive economy where everyone can thrive.

The Culture and Creativity team within the council has a key role in delivering towards several objectives within the Luton 2040 vision, including building a visitor economy and improving perceptions of Luton and civic pride among residents and visitors. The team delivers an annual programme of place activation events in the town centre which help to increase perceptions and encourage visitor numbers. In addition, this team supports the delivery of the Step Forward Luton place brand, which is led by a series of community ambassadors, to promote everything good happening in Luton, including visitor attractions and events.

The Roots to Healthy Places programme is part of the national Nature Towns and Cities initiative, through which Luton *has secured* funding for a two-and-a-half-year programme of community outreach, cultural education, skills development and co-design of greenspace infrastructure to increase access to nature and greenspaces among the community.

Within this programme is an 18-month long place activation programme dedicated to increasing engagement of the community with greenspaces across three identified green corridors in the town. This programme will engage residents through a series of small-scale events, including physical activity, family-fun days, creative workshops and performances and educational talks and tours.

Physical Effort & Working Environment.

This post will be an agile working office-based role, which will require a combination of working in an office environment, out in the community delivering events and working from home as required for the needs of the business. The post holder will be required to travel to meetings across Luton regularly, with occasional need to travel outside of the town.

Person Specification: Place marketing and activation officer

This acts as selection criteria and gives an outline of the types of person and the characteristics required to do the job.

Essential (E) :- without which candidate would be rejected

Desirable (D):- useful for choosing between two good candidates.

Please make sure, when completing your application form, you give <u>clear examples</u> of how you meet the <u>essential and desirable criteria</u> .				
Attributes	Essential	How Measured	Desirable	How Measured
Experience	Experience of delivering or supporting the delivery of cultural or community events.	1,2	Experience of delivering nature-based events or activities.	1,2
	Experience of delivering in-depth marketing and/or engagement campaigns within a community setting and with a broad range of stakeholders.	1,2	Experience of leading or delivering nature-based marketing campaigns.	1,2
	Experience of delivering high-quality content across one or more of the following formats: website, social media, physical marketing assets.	1,2	Some experience of local government practices and procedures.	1,2
Skills/Abilities	Project management or event planning skills.	1,2	More substantial skills in terms of content creation or design, including web design, photography or video editing skills.	1,2
	Excellent communication skills, including written and verbal communication, including writing detailed strategies and marketing campaign plans	1,2		
	Able to use a wide variety of engagement tools effectively to promote a place, including ability to develop effective social media messaging and create online blog content.	1,2		
	Some basic design skills, including ability to create social media templates, design leaflets and other physical marketing assets	1,2		
	Able to interpret complex information, deduce logical conclusions and develop recommendations and advice to senior leaders and partners.	1,2		

	Able to evaluate and monitor success, including ability to analyse data and provide clear and concise summaries and reports.	1,2		
	Able to establish and maintain effective relationships, manage conflict, influence positive outcomes and provide clear verbal feedback with partners and members of the public.	1,2		
	Able to self-motivate and use initiative with a 'can do' attitude.	1,2		
	Able to use MS Office packages (Word, Excel, PowerPoint and Outlook).	1,2		
Equality Issues	Demonstrable knowledge and understanding of equality issues and legislation and how they impact on work with communities - able to integrate equality policies into business plans, strategies and service delivery.	1,2	Experience of working in and/or delivering engagement projects within diverse communities.	1,2
Specialist Knowledge	In depth knowledge of a wide range of engagement and marketing techniques.	1,2		
Education and Training	A qualification in event planning, project management or marketing and / or equivalent experience.	1,2,4		
Other Requirements	Able to attend evening meetings (weekly) and weekend meetings/events.	1,2		
	Able to travel to locations across the borough for site visits and meetings.	1,2		

(1 = Application Form 2 = Interview 3 = Test 4 = Proof of Qualification 5 = Practical Exercise)

We will consider any reasonable adjustments under the terms of the Equality Act (2010) to enable an applicant with a disability (as defined under the Act) to meet the requirements of the post.

The Job-holder will ensure that Luton Borough Council's policies are reflected in all aspects of his/her work, in particular those relating to;

- (i) Equal Opportunities
- (ii) Health and Safety
- (iii) Data Protection Act (2018) and General Data Protection Regulation (2021)