

Triangle Community Garden

## Publicity coordinator

A voluntary role



**Background:** The Triangle Garden is a community garden, created and cultivated by local people of all ages and abilities, in Ransom's Rec, Hitchin.

We aim to enable people to reconnect with the natural world through a variety of different activities:

- **Community gardening**, forest gardening and permaculture in practice.
- **Community events**, talks, walks and workshops focused on local resilience, bringing people together, and learning about wildlife, food growing and low impact gardening.
- Social, therapeutic horticulture and health/well-being projects for people with learning disabilities: **Growing Ability**, **Growing Gang** and **Growing Health**.

**Purpose:** The purpose of this role is to ensure that people in North Herts and Stevenage regularly hear about the work, events and activities of the Triangle Community Garden and its projects, and that they know how they can find us and how they can engage with us.

### Role Description:

- You will work closely with the Project Manager, Events Coordinator, and others where required, to decide how, when and where Triangle Garden events, activities and projects will be publicised.
- You will coordinate volunteers in various publicity roles eg e-publicity volunteers, poster/leaflet deliverers, etc to publicise those events etc in good time and to an agreed budget
- You will create eye-catching posters and publicity material and write or edit the required copy in plain English, to effectively and accurately convey the necessary information
- You will ensure that the Triangle Garden website, Facebook and Twitter feeds are regularly updated with appropriate content
- You will be responsible for the Triangle Garden's monthly e-bulletin, keeping members updated with events and activities, recent and upcoming.
- You will be responsible for evaluating feedback and determining the most effective publicity methods.
- Guidance and training will be provided

### Time commitments:

- Attendance in part for events and garden committee meetings (approximately 12 meetings a year) and others where required
- Able to give small amounts of time on a weekly basis to updating social media, the website or overseeing those tasks

The Triangle Community Garden is a project enabled by Hitchin Community Gardens, Regd Charity No 1145243 & Company Ltd by Guarantee No 7676360. Other projects include Growing Ability, Growing Health, Growing Gang & Ransom's Pavilion. Site address: Ransom's Rec., Hitchin SG5. Please address mail c/o 23 Priory Way, Hitchin SG4 9BJ

Web: [www.trianglegarden.org](http://www.trianglegarden.org) Tel: 07887 725962 Email: [Liz@trianglegarden.org](mailto:Liz@trianglegarden.org)

- Able to set aside chunks of time on a monthly basis to composing e-bulletins and press releases, and coordinating volunteers in various tasks

**Ideal qualities:**

Our ideal volunteer for this role would be passionate about publicising what we do, an excellent communicator both written and verbal, proactive and enterprising, but practical and grounded.

Motivated, organised, and thorough; as well as coming up with good ideas, you will need to be able to see them through.

The ability to work well in a team and motivate people is crucial, as is the capacity to chug away independently to get things done.

Computer literacy, competence in Word and familiarity with social media are essential qualities.

Good graphics skills and use of Photoshop or Powerpoint are highly desirable.

**Context:**

The publicity coordinator is part of the events team, but will also need to work with other committees such as the garden committee and the community outreach project team, to cover and publicise all aspects of the Triangle Garden's work.

You will report to the Project Manager.

Please see attached organisational table for how the various roles and committees within the organisation interact.