



Join us in the making the 2022 **South West Herts Great Big Green Week** (GBGW) an engaging and visible event to communities across Hertsmere, Three Rivers and Watford.

Help us to:

- deliver a varied and interesting GBGW to increase awareness of sustainability and the climate crisis to create real change
- get the word out about SustFest20 across social media, press releases, radio, website, email, printed
- produce materials, and market stalls, in such a way as to ensure the general public, across the entire district, hears about it and wants to attend events and get involved
- ensure communications reflect the diversity of the population of South West Herts

We are looking for one individual or a number of individuals (either collectively or separately) to take the role descriptors below.

These role descriptors are for short term paid work from now ongoing to the 4th October.

We are looking for support in:

- Developing a programme booklet, banners, flyers, posters etc.
- Maintaining a regular and lively presence on social media
- Providing engaging website and newsletter contents
- Getting the word out” through the press, local magazines, and other outlets
- Collecting and share live logos / photos / images
- Producing other media materials as needed/ required through the GBGW

Deliverables

- **Developing a programme booklet, banners, flyers, posters etc.**
 - With data provided by event holders produce an accurate web accessible:
 - engaging GBGW programme booklet
 - events schedule with live links to programme booklet details
 - Create fliers, posters, banners in print ready format

- **Maintaining a regular and lively presence on social media**
 - Develop posts that raise awareness of GBGW events and participants.
 - Proactively plan for and reactively live produce and publish regular, engaging posts on Facebook, Twitter etc. in advance/ during and post the GBGW to engage a range of audiences.
 - Develop short blogs for the GBGW website

- **Providing engaging website and newsletter contents**
 - Maintain and update the GBGW website in collaboration with the GBGW Working Group
 - Ensure events are easily found online on the GBGW national website and the www.greenwatford.uk/greenweek site.

- **Getting the word out” through the press, local magazines, and other outlets**
 - Write articles and distribute to local “what’s on” style magazines
 - Draft press releases, with photos, during the run-up to the week and work with the GBGW Working Group to ensure press coverage
 - Work to get local radio coverage for the GBGW
 - Ensure posters go up on local notice boards, and organise for fliers in local libraries, cafes etc.

- **Collecting and share live logos / photos / images**
 - Take photos for run-up to festival e.g. stalls, organisers, discrete opportunities and take photos as possible, during the festival
 - Ensure photos, logos and images used for the week are available to the GBGW Working Group through Dropbox or similar sharing software
 - Collect and share photographs of the week’s events across media, as agreed by the GBGW Working Group, including web, Instagram and other social media.

- **Producing other media materials as needed/ required through the GBGW**

We are looking to be as creative as possible so please suggest ideas and new ways to reach as wide an audience as possible – the role descriptor above should not be seen as fixed or limiting in scope 😊.

If you are interested in all/ any elements of the work above please contact sustainableswherts@greenwatford.uk for further details.

We look forward to hearing from you.