

PRESS AND COMMUNICATIONS CONTRACT (FIXED-TERM)

TIMESCALE OF CONTRACT: December 2021 to June 2022

SALARY: Fixed fee £7,000

RESPONSIBLE TO: Event Producer

DEADLINE FOR APPLICATIONS: 5pm on Tuesday 23 November 2021

London Gardens Trust is offering a Press and Communications contract to relaunch and promote London Open Gardens (LOG) – a unique event since 1999 which takes place on 11 and 12 June 2022.

This contract is for a fixed fee of £7,000, working remotely with regular meetings at the offices in central London. It would suit a freelancer with experience in large scale events and working with long lead magazines, influencers and local and national press, as well as satisfying sponsor demands. Specialist Media Agencies also welcome to apply.

ABOUT US:

London Garden Trust is a charity based at Duck Island Cottage, St James's Park in central London. The Trust aims to increase knowledge and appreciation of parks, squares, community gardens, cemeteries and churchyards in London.

Since 1999 London Open Gardens Weekend (formerly known as Open Garden Squares Weekend) has enabled the public to enjoy around 100 closed gardens every June. It is the cornerstone fundraising event for The London Garden Trust, attracting over 40,000 garden visits from both Londoners and tourists from the UK and further afield.

For one special weekend, London's hidden green spaces open their gates for public enjoyment and discovery. With the purchase of a weekend ticket, visitors can explore a huge variety of gardens which are usually closed to the public – and enjoy a host of activities and experiences for all the family.

London Open Gardens highlights some of the best gardens and green spaces which make up the rich tapestry of London's green infrastructure; but there are many others – just as valuable to their communities – which are in decline or under threat of development. Funds raised during the event mean London Gardens Trust can continue its work to protect them.

ABOUT YOU:

- Have a minimum of two years' experience in events PR at managerial level.
- Have experience creating and delivering large scale PR events campaigns
- Will be solely responsible for the delivery of the PR campaign for LOG 2022 (working with the guidance of the Event Producer and Trust Director) you should enjoy the operational side of the role as much as the strategic.
- Have demonstrable experience securing national level event coverage across all media platforms.
- Work to the strictest (and sometimes changing) deadlines and are able to prioritise your workload, whilst maintaining a high level of accuracy to deliver great content and secure great coverage.
- Can manage your working time and multi task under pressure.
- Have a passion for events and ideally horticulture too.
- Have lived / worked in London previously and know key areas of Greater London.
- Familiar with the key horticultural sites / gardens in Greater London.

- Familiar with the leading names in horticulture and key current themes in gardening.
- A strong communicator, both in person and in writing.
- Understand the value of consistent messaging.
- Can maximise the use of social and other media to expand the reach of this event amongst younger audiences and communities reflecting London's diversity.
- Can spot and create a good story and know how to present it to secure key coverage.
- Have the ability to work on your own initiative, taking a pro-active approach to work.
- Recognise working out of hours may be required, including the weekend of the event itself.
- Able to make regular meetings in the Trust Office and elsewhere in Central London.

THE ROLE:

PR and Communications for London Open Gardens 2022, reporting to the Event Producer. You will work alongside a small team of staff / freelancers and a wide range of volunteers.

As well as reporting to the Event Producer, you will liaise regularly with:

- Director of The Trust
- Chair of the Garden Co-ordinator Working Group
- Garden Co-ordinators and other volunteers or contractors as required

You will be expected to:

- Be an ambassador for LOG and the Trust
- Ensure the consistency of tone, language and personality of London Open Gardens, whilst communicating the London Garden Trust Brand in all press releases
- Identify and work closely with any event sponsors / partners to supply /generate cross-promotional opportunities.
- Lead on delivering a Press Event to promote London Open Gardens 2022 prior to the event (if required).
- Collaborate effectively with PR colleagues working with LOG 2022 sponsors
- Create a PR plan and timeline for LOG 2022.
- Create regular press, social and other articles promoting the event, to be signed off by the Trust Director.
- Secure and evidence a minimum of 60 + press stories / mentions for LOG 2022, recognising that some lead times may mean some contacts are made with a view to coverage for LOG 2023.
- Keep clear records which allow work and contacts to be built on and developed for LOG 2023.
- Secure coverage for LOG 2022 in key long lead print publications, including national monthly magazines - horticultural, lifestyle and property. (Past coverage has included Amateur Gardening, Elle Decoration, House and Garden, World of Interiors, Tatler, Country Life).
- Secure coverage in other key national and regional print including those which can reach new audiences (Past coverage has included Telegraph, Evening Standard Homes & Property, Metro, Waitrose Weekend, Londonist).
- Working with key London Open Garden team members and volunteers to identify key themes and potential stories to sell to journalists across all media platforms – print, online, radio, T.V.
- Identify and, working with volunteers, help to fulfil opportunities to reach potential tourist attendees of LOG 2022 from the UK or overseas.
- Respond promptly to journalist alerts for content across all media platforms.

- Secure key broadcasts promoting the event (e.g. local BBC London and other target radio and TV stations.)
- Further strengthen current media contacts and introduce new media contacts to London Gardens Trust providing contact details for our in-house database.
- Feedback any opportunities for future media partnerships.
- Promptly manage any sensitive situations professionally, in collaboration with the Trust Director and Event Producer.
- Report weekly progress via email with the Event Producer – coverage achieved, reach of coverage and progress, along with any clippings and links to online coverage.
- Reach out to high-profile journalists and influencers and encourage them to attend London Open Gardens 2022, for review purposes and/or to build a relationship with London Gardens Trust. To accompany these journalists over the weekend, as necessary.
- Create a PR report after the weekend, listing all the coverage achieved, providing cuttings including all imagery and calculating the total reach (by strand). A template for this report will be available.
- Create a sheet of quotes and testimonials from journalists, editors and presenters and artists from press coverage achieved.
- Provide a brief evaluation including lessons learnt and recommendations for future development of LOG.

To Apply

Please email your C.V. and a covering letter (no longer than one A4 page) or proposal (if applying on behalf of an agency) to anna.white@londongardenstrust.org Please state the earliest you can start. Shortlisted applicants will be invited to an online interview.

For further information contact: nathan.oley@londongardenstrust.org

November 10, 2021