

## JOB DESCRIPTION

### Marketing & Activities Assistant

London Parks & Gardens (LP&G) is a registered charity with a membership of about 450 and a volunteer network of about 250. We protect London's historic parks and gardens through research, sharing knowledge and defending sites within the planning system. The Charity is governed by a Board of Trustees.

LPG provides lectures, and other activities to reach out to new audiences, fulfil its benefactor programme and build our network of contacts. Our main fundraiser is London Open Gardens, an event with over 100 participating gardens opened for one weekend in June. LPG produces regular e-newsletters, a membership magazine and a journal. The paid staff comprise a very small team supported by volunteers and occasional contractors. Alongside membership, events and other fundraising activities provide much of the income that supports the charities ongoing costs.

**Salary and hours:** 21 hours per week (Hybrid working). Up to £16,170 per annum pro rata (£24,500 FTE) dependent on experience. Freelance and agencies offering these services may apply.

**Location:** We offer flexibility of location but do require you to be in our central London Office for Team meetings on Wednesdays. Some weekend and evening work within Central London, no more than once a month, will be expected.

**Holidays:** Equivalent of 28 days paid annual leave pro rata plus Bank Holidays.

#### Purpose of role

You will be communicating with our members, customers and wider networks to grow our audiences, marketing our activities, and ensuring participant satisfaction. To maximise income for the Charity, you will prepare regular e-newsletters, and create enticing copy for regular social media posts which demonstrates the charities work. You will assist with events set up (Lectures, Raffle and London Open Gardens) and handle related tasks as they arise.

#### Reporting Relationships

Reports to the Director. You will support the Office Manager with events-related tasks, draft e-newsletters and regular social media posts to maximize marketing opportunities. You will receive guidance from the income generation group and the project manager / consultants for work on London Open Gardens.

#### Start Date

As soon as possible. Contract for 1 year, subject to probation, with a view to extending should fundraising, grants and other income be successful.

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## **Role Profile**

### **What you will be accountable for**

#### **1. Supporting the running of LPG lectures (Live & Hybrid)**

- Dealing with ticketing through Bookwhen or other generic platform as required to make sure the customer has a smooth buying experience
- Responding to all customer enquiries in a timely manner.
- Liaising with venues as required to make sure all equipment and refreshments in place as needed or setting up suitable online meeting arrangements.
- Providing regular content for LPG bulletins, Newsletters and social media to promote the lectures and all other events run by LPG.
- Looking for opportunities to cross-promote and maximize ticket sales.
- Reporting on activities as required

#### **2. Supporting London Open Gardens**

This activity is led by an Event Producer.

- Assisting with Sponsorship arrangements including delivery of bespoke events when required
- Referring customers enquiries to the appropriate place as needed and handling in a professional and timely manner.
- Supporting the coordination of guided walks and other associated events linked to London Open Gardens that will generate income for the Charity
- Seeking promotion opportunities and external networks to sell tickets to new audiences.
- Assisting with press work with the support of a consultant when resources are available.
- Programming ticketing including relevant booking fees on our ticketing platform (Eventcube)

#### **3. Supporting other fundraising initiatives**

- Support the delivery of the Income Generation Group activity and fundraising program
- Marketing and promoting the annual raffle and coordinating the prizes secured by the Trustees
- Supporting the Volunteer Coordinator with arrangements for events with Benefactors and volunteers, including managing guest lists.
- Providing support with other income generating ideas such as individual sponsored activities; filling in registration documentation and other tasks associated with new donor platforms; seeking out small grants as required.

#### **4. General administration and other ad hoc office tasks**

- Creating a schedule of Social Media posts.
- Preparing regular e-newsletters.
- Maintaining a pleasant and safe working environment including tidying after meetings and liaising over supplies or refreshments.
- Creating and providing a calendar of events for Benefactors and others and circulating widely
- Other duties as required to help deliver events and promotional activities generating income and new networks

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## **Personal Attributes, Skills, Knowledge and Experience;**

### Essential

#### Personal attributes

- Demonstrable experience of supporting fundraising activities and events
- Excellent communicator, both written and spoken English
- Evidence of previous marketing experience writing copy for blogs, newsletters and social media posts
- Numerate
- Good organizational skills and time-management
- Self-motivated and practical
- Proactive positive attitude and willingness to learn on the job and try new ways of working.
- IT skills including experience of the following packages (or demonstration that can learn on the job) for:
  - Office 365 including MS Word, Excel etc.
  - Bookwhen or other ticketing platforms
  - Mailchimp
  - Zoom/MS Teams online meetings and use for events
  - Donor platforms for raising funds
  - Wordpress
  - Various social media channels

### Desirable

- Dealing with the press
- Drafting grant proposals and other fundraising experiences
- Experience of working within a Charity reliant on volunteers and members and the sensitivities with this
- Enthusiasm in London's parks and green spaces

### **How to Apply:**

Applications will be reviewed on an ongoing basis. If the right candidate applies, we may recruit before the closing date.

Please send a CV – no more than 2 sides of A4 and a covering letter also no more than 2 sides of A4 addressing the personal attributes, skills, knowledge and experience. Including two professional references. Send to: [office@londongardenstrust.org](mailto:office@londongardenstrust.org) Please mark your email heading with 'Marketing and Activities Assistant' with First Name and Surname and label your CV and letter with your First Name and Surname. We accept word or pdf.

**The closing date for applications is [30 September 2023 and we anticipate that interviews will be held in London w/b 16 October 2023. Before interviews we may ask you to carry out a very short desk exercise. We will contact you to arrange an interview, if you do not hear from us you have not been successful.**

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