**Communications and Marketing Manager Job Description**

**Part time three-days a week role based primarily at our Duck Island Cottage Office.**

London Parks and Gardens need a passionate Communications and Marketing Manager.

We are seeking an experienced storyteller to translate our work into powerful media campaigns, attention-grabbing digital content, and with the drive to help us deliver our shared goals.

We have a new strategy for growth over the next ten years, and this appointment is central to that plan. The successful candidate will have a deep understanding of current marketing trends, excellent leadership and listening skills, and an appreciation of the value of London’s urban landscape.

**Responsibilities**

* Develop and implement effective communication strategies to grow our supporter base, brand awareness, and income.
* Prepare monthly media activity reports tracking and informing progress towards our impact goals.
* Plan and manage the design, content, and production of marketing materials, informed by those media activity reports.
* Work with our staff and volunteer team to generate new ideas for social content aligned with our strategy and capacity.
* Plan and implement *promotion* of all our work, from the popular annual London Open Gardens weekend to ‘planning casework’ and the fruits of our volunteer researchers and their inventory of green space heritage.
* Support our Partnerships Manager with lead generation campaigns, measuring results.
* Work across the team to maintain our brand and reputation; ensuring messages are consistent, clear and timely.
* Drive and generate dynamic content for our webpages, social media outlets, and subscription services.
* Being the public face of London Parks and Gardens for the media and an ambassador for the charity at events and public activities.

**Qualifications and experience**

* Proven work experience across Communications and Marketing.
* Proficiency in MS Office and business software, WordPress, and other digital systems.
* Demonstrable skills to create and deliver effective marketing and communication strategies aligned with organisational goals.
* Exceptional written and verbal communication skills to produce compelling content for various media platforms, engage with different stakeholders, and present information clearly and effectively.
* The ability to train and support our team of staff and volunteers, maximising our collective communications impact, providing guidance, fostering teamwork, and encouraging creativity.
* Strong analytic skills to evaluate marketing and communications campaigns to inform collective planning and delivery of our shared strategy.
* Experience of using various digital tools and platforms for email marketing, social media management, content creation, and data analysis.
* Excellent understanding of branding principles and tactics across multimedia channels.
* Experience of budget management, ensuring all communications and marketing activities are within allocated budgets.
* Problem-solving skills to swiftly identify and address challenges or adapt to changing circumstances.
* Excellent organizational and project management skills to manage multiple projects while meeting deadlines.

**Notes**

This is a three day a week role with a salary of £35,000 FTE (paying £21,000 a year at three days a week). Based mostly at our Duck Island Cottage office but with flexibility to work from home.

**Application process**

Please email your CV to tim.webb@londongardenstrust.org outlining in no more than 500 words why and how you have the qualifications and experience to meet the responsibilities outlined above by Friday 21st November 2025.

London Parks and Gardens, Duck Island Cottage, St James’s Park, London SW1A 2BJ