

CHISWICK HOUSE & GARDENS TRUST

Role Description

Role:	Marketing Executive
Type:	Fixed term contract
Date:	December 2021 to 31 March 2022
Hours:	20 hours / week
Salary:	£23,000 pro-rata
Reporting to:	Marketing Consultant
Job reference:	ME2021

The Organisation

Chiswick House and Gardens (CHGT) is a 300-year-old historic house with 65 acres of gardens in the heart of Hounslow, West London. It was established in 2005 jointly by the English Heritage Trust (EHT) and the London Borough of Hounslow, who previously managed the Gardens. It is the birthplace of the English Landscape Movement, with the largest collection of heritage camellias under glass in the world, 17th-century walled gardens and Kitchen Garden, and is internationally recognised for its architecture and garden history.

Today, Chiswick House and Gardens is a hub for the local community, with 1,000,000 visits made to the Gardens each year, as well as thousands of visitors to the House and Kitchen Garden. We are a popular destination for dog walkers, families, individuals and groups who arrive at Chiswick daily in pursuit of nature and culture. In a normal year, we also host weddings, film and photography shoots, outdoor theatre and cinema, music and food festivals, family events and sporting activities which bring the community together.

Role Summary

Overall objective is to manage the Chiswick House and Gardens brand, raise awareness of the visitor experience, sell tickets for the House and events and market our membership offer via:

- Social media channels (organic and paid)
- Website
- Image bank including commissioning new photography as required
- Content development and copywriting
- Email marketing and newsletters
- Print collateral and signage
- Analytics and reporting
- PR (local and sector press) and listings
- Third party networks and partnerships

Detailed objectives:

- I. To develop, deliver and own our email, social and content calendar.**
 - Forward planning content around heritage, gardens, membership, events, retail, ticketing, national days and other proactive ideas generation
 - Planning, sourcing and drafting all copy, building emails/posts/web pages and getting sign-off
 - Success will be a combination of lead generation and engagement. We expect to see a good mix of content that appeals to our target audiences and encourages an increase in followers. As a benchmark, as at 13 July 2021, we have 8,802 Instagram followers, 11,265 Facebook likes, 7,264 Twitter followers and 10,637 email subscribers. We are aiming for 10% annual growth on all channels. We want to sustain our high email open rate of 27.7% but aim to increase our click through rate from the current 2% to the peer benchmark of 4%.

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2. To instigate, manage and sustain relationships with third parties such as reciprocals, listings, and event marketing partners

- Audit and review all our online listings and identify any that need updating and regularly monitor these
- Take the lead on driving marketing opportunities with our 2021 event partners e.g. flyering, data sharing, joint tickets, reciprocals etc
- Develop existing and identify new ticketing and membership partners e.g. London Pass, Travelzoo, Chiswick Cinema, and be pro-active in developing co-marketing activity
- Build a database of reciprocal partners, plan and book in at least 3 months ahead

Success will be demonstrated via solid working relationships with partners, up-to-date listings, regular reciprocals and maximising opportunities with on-site events

3. To own our onsite marketing

- Briefing designers and managing print.
- Working with the Commercial team mapping out schedule for third party promotion.
- Success will be the delivery of up-to-date onsite marketing that delivers commercial and awareness raising impact within keeping of the aesthetics of the site.
- Liaise with the Business Support Assistant to manage installation of on site banners and advertising.

4. Delivering marketing activity that supports sales targets, especially House & KG tickets, Event Booking and Membership sales

- Success will be seeing a positive impact from marketing activity on our sales targets
- 2022 Targets are 16,500 ticket sales, 605 memberships, £100,000 retail income

5. Manage all marketing supplier relationships e.g. printers, designers

- Pull together preferred suppliers list and ratecard
- Manage production for all marketing assets – check, proof and get approved

6. Generate weekly, monthly and quarterly reports on all marketing activity

- Ensure reports are updated
- Review and generate insight for future activity

Who we're looking for

We are looking for a self-starter, a good team player and able to work autonomously without full-time line management. You must have proven experience in social media and digital communications (ideally for a cultural venue). Have an eye for engaging content and creative flair and be confident communicating with our 10k followers and Members on a daily basis. You will need to have excellent copywriting skills and strong editorial judgement an expert knowledge and passion for the digital landscape including analytics. Be comfortable working with colleagues across the organisation and partners, at all levels

We operate a flexi-working policy however, this role will require you to be in the office for key planning meetings and to gather / create content for social media.

We are looking for people who reflect the diversity of the country today to help us shape and change our approach and make it more relevant to the diversity of the people in our local communities. Disabled people, those that identify as being from Black, Asian and minority ethnic backgrounds and

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people under 30 are under-represented in our staff and volunteer team so we particularly encourage applications from people in these groups.

How To Apply

Please, email your CV with expression of interest letter (no more than 1 side of A4) explaining why you are a good fit for the role to info@chgt.org.uk. Please use the reference ME21 in the subject line.

Deadline for applications is midday Wednesday 1 December 2021.

Interviews and Shortlisting: It is anticipated that shortlisted candidates will be invited for interview w/c 6 December.