

Communications & Marketing Coordinator

Reports to:	Communications & Marketing Manager
Responsible for:	Community partners and programme practitioners
Contract:	Part time, permanent. 3.5 days per week.
Key relationships:	Commercial team, Development team, Gardens team, Community, Schools & Learning Team and Volunteers. Commercial & community partners, local council, heritage partners, practitioners and artists.
Salary:	£26,000 - £28,000 pro rata (0.65 FTE), depending on experience

Role Summary

The **Communications & Marketing Coordinator** will be working with the Communications & Marketing Manager, with oversight from the Director, to deliver CHGT's Communications strategy and audience development goals, working across teams and marketing functions. This is an exciting opportunity for a creative, ambitious, and organised communications professional to join our team as we prepare to open new community spaces in September, welcoming thousands more school children, community groups and visitors to benefit from these precious green spaces.

Central to our strategy is the need to transform our communications function to raise the charity's profile, increase engagement with key audiences and ensure that our local community understand, appreciate, and engage with our social impact. This postholder will be a key player in our efforts to share our work and secure the support that we need to realise our ambitions.

Working across digital and print communications, the postholder will create compelling content for the Trust, helping us reach and engage our target audiences. They will work collaboratively across departments to promote all aspects of our work, guided by our strategy and audience development goals.

The Organisation

Chiswick House & Gardens is a thriving 350-year-old haven in West London, open for everyone every day. Teeming with nature, stories and activities, our precious House is cared for and our spectacular Grade I listed gardens are completely free to roam, thanks to our supporters. As a charity our mission is to keep Chiswick House & Gardens flourishing today and for the next 350 years. Everyone and their dog can stroll, play, learn, relax and meet here and we're also 75% visitor and supporter funded, so we wouldn't exist without the community around us.

Internationally recognised and locally loved, the gardens are home to lots of wonderful wildlife and trees that clean and cool the air. At the centre of our 65 acres, we run an open, working Kitchen Garden where everyone is invited to wander, taste what's growing, or enjoy activities that we run with and for our local community.

We're proud to have a special place in design history as the first ever English landscape garden and rose garden. Memories have been made here since the mid-1700s, rooted deeply amongst the trees, architecture, lake and historic walls. We are now home to a thriving Artist community housed in converted Victorian working buildings.

The Community Programme aims to build stronger partnerships with local community groups and schools in Hounslow and West London, working with groups who that reflect the diversity of the area, have limited access to opportunities and/or face barriers to engagement. We're getting set to open new community spaces this September which will enable us to increase this offer tenfold.

What we can offer

- A dynamic, fast paced and ambitious charity
- An exciting opportunity to work at a unique venue set in 65 acres of gardens.
- A friendly, collaborative and effective team that consistently produces an experience to delight our clients and local communities
- 25 days annual leave plus bank holidays with an option to purchase up to 5-additional days holiday
- An additional day off for your birthday
- 2 days volunteering allowance
- Time Off In Lieu (TOIL) if working on events
- Staff discount in Chiswick House Café and Shop
- Flexible working policy
- Employee Pension scheme
- Cycle to work scheme

What you will be doing

Marketing Campaigns

- Support the Communications & Marketing Manager to execute marketing campaigns to support the charity's goals, targeting key audiences across multiple platforms
- Take ownership of reciprocal promotions and listings, including maintaining our databases and liaising with relevant partners to cross-promote relevant events

Website

- Create and update webpages with content that reflects the charity's mission and activities
- Write clear and engaging copy for web pages, ensuring consistency with the charity's voice and brand
- Collaborate with other departments to ensure accurate and timely updates are made to the website
- Ensure website pages are SEO-optimised to increase website traffic and visibility

Social Media

- Create engaging social media content to reach and resonate with target audiences, informed by the content calendar (Facebook, Instagram, LinkedIn).
- Monitor social media trends, respond to interactions, and proactively engage with followers to foster a community.
- Ensure content is aligned with the charity's messaging, goals, and overall strategy.
- Engage our audiences online by responding to comments and encouraging discussion on our social media platforms and on platforms like Google, Trip Advisor, etc.

Email marketing

- Draft monthly newsletters using Mailchimp, ensuring they are engaging, informative, and in line with the charity's brand
- Draft, design and schedule regular emails targeting schools and community groups to drive engagement with our offer for these audiences
- Segment and update the mailing list each month, ensuring compliance with GDPR best practices
- Regularly review email performance metrics, making improvements based on open rates, click-through rates, and audience feedback, with support from the Communications & Marketing Manager

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Print

- Design posters, leaflets and ads for in-house and external use on Canva using branded templates, and adapting the templates as needed for
- Produce key print communications, including the What's On flyer, with input from the Commercial, Development & Gardens teams
- Organise documents for print and place print orders when required
- Ensure all on-site print material is presentable and up to date

Events & Visitor Programme

- Collaborate with the events team to promote upcoming events and initiatives across all marketing channels
- Implement event-specific promotional strategies and ensure proper communication with partners and the public, in collaboration with the Communications & Marketing Manager

Development

- Supporting the Development team with communications tailored to patrons, members and potential supporters, as needed
- Supporting the Head of Development with creating the monthly newsletters for Members & Patrons, including drafting the newsletter and updating mailing lists
- Working on fundraising campaigns to support our work as a charity

Data Analysis & Reporting

- Collate and analyse monthly marketing statistics (e.g., website traffic, social media engagement, email performance)
- Adjust marketing efforts based on performance insights to continuously improve outcomes, in collaboration with the Communications & Marketing Manager
- Support the Communications & Marketing Manager to prepare reports for the Director, presenting key findings, recommendations, and action plans

Who we are looking for

This role is perfect for someone early in their career who is eager to build skills in marketing and communications within a creative and fast-paced environment. There will be plenty of opportunities to work across different tasks, build your skills and to use your creativity. The post will be especially appealing to applicants with an interest in nature and biodiversity, creative, community and learning programmes, and/or heritage.

Experience and Knowledge

- 1-3 years in a similar marketing and communications roles, preferably in the charity, museum, heritage or public garden sectors
- Experience working on marketing campaigns and a basic understanding of marketing principles
- Ability to write engaging and grammatically correct marketing copy, capturing a brand's tone of voice, working across formats
- Experience with designing visual assets for digital and/or print media in line with brand guidelines
- Knowledge and experience creating content for social media channels, including short-form video content
- Knowledge of wider trends and best-practices followed on social media
- Experience organising material for print

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- Experience working with Microsoft 365, content management systems (Wordpress, Hootsuite), basic design software (Canva), email marketing platforms (Mailchimp) and ticketing systems (Digitickets).
- Strong analytical skills and experience reporting on marketing metrics
- Experience working with or delivering marketing campaigns targeting Primary and Secondary schools desired

Skills and Competencies

- Excellent written and communication skills
- Strong organisational skills and ability to adhere to strict deadlines
- Keen attention to detail
- Driven, creative and willing to take initiative
- Flexible and able to adapt to changing circumstances in a fast-paced environment
- Strong analytic and data processing skills
- Excellent interpersonal and team-working skills: can work collaboratively with a range of internal and external stakeholders

We are looking for people who reflect the diversity of the country today to help us shape 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 people under 30 are under-represented in our staff and volunteer team, and we encourage applications from people in these groups.

How to apply

To apply please email info@chgt.org.uk with the subject **MARKETING26**.

Please provide your CV (no more than 2 pages) and a cover letter (no more than 1 page) outlining the reasons for your interest in the post and why you believe yourself to be suitable.

Deadline: Closing date for applications is Tuesday 30 June at 10am.

Not sure you meet 100% of our qualifications? If you believe that you could excel in this role, we encourage you to apply. We are dedicated to considering a broad array of candidates, including those with diverse work experiences and backgrounds. Whether you're new to arts and culture administration, returning to work after a gap in employment, simply looking to transition, or taking the next step in your career path, we will be glad to have you on our radar. Please use your cover letter to tell us about your interest in the arts and culture space and what you hope to bring to this role.