



London Open Gardens Marketing and Communications Manager

For 25+ years London Open Gardens (LOG) has raised funds for the London Parks and Gardens charity to protect and promote London's fantastic green spaces. This much-loved weekend which involves over 40,000 paid visits to around 100 'secret' special gardens. The successful candidate will join a small team dedicated to celebrating London's precious green spaces and bringing LOG to new audiences.

This is a remote working, freelance role, with expectation to attend regular online meetings with the Event Producer, plus minimum of four in person meetings in Central London. Attendance at the event is necessary on Saturday 5 & Sunday 6 June 2027.

Immediate start. Main body of deliverables will end on Monday 7 June but some reporting and evaluation will be expected post event.

Reporting to London Open Gardens Event Producer.

£5,500 FEE

About London Open Gardens (LOG)

This annual two-day event grew from the passion of volunteers and is now delivered by London Parks and Gardens. The first event featured a handful of iconic but locked squares and now embraces over a hundred gardens across central London. These include exquisite roof spaces, historic institutions, community allotments and urban oases from Downing Street to docklands. Most participating green spaces are not normally open to the public.

All proceeds from garden visits made by ticketholders each year enable London Parks and Gardens to cherish, protect, and promote the city's green spaces. Profits are shared with participating community gardens.

London Open Gardens is a member of the Royal Horticultural Society partner gardens scheme. LOG secures great coverage in BBC / ITV regional TV news and a range of media.

About London Parks and Gardens

London Open Gardens is produced by London Parks & Gardens (LPG); a small charity with a big mission; to protect our green capital, celebrate the social and heritage value of our public spaces and to inspire curiosity and discovery.

Thanks to the proceeds of this much-loved event, our small team has fulfilled a unique and effective role in the planning process that helps to protect the capital's historic greenspaces for almost 30 years. Examples of our work and of the media coverage secured for London Open Garden weekend are available on request.

We are based at Duck Island Cottage in St James's Park, SW1. Browse through the pages of this website to find out more about our work and how this event enables us to protect London's historic green spaces.

About the LOG Marketing and Communications Manager Role

Responsibilities

- Create, manage and deliver the marketing and communications plan for London Open Gardens 2027. To include promotion of 120+ gardens in the main programme, 35 walks and tours, balloted entry high profile gardens and gardens with special booking requirements and ticket releases.
- Lead on all marketing and communication initiatives across London Open Gardens to achieve London Parks and Gardens overall objectives.
- Copywrite for email (approx. 20 e-newsletters) organic social and digital ensuring all messaging is in line with the London Open Gardens tone of voice.
- Develop, implement and manage all LOG social media channels, including crafting a social media campaign for LOG 2027, copy writing, producing content and monitoring social media channels for industry trends.
- Press - Supply images, secure coverage, pitch stories and follow up on enquiries for members of press (national and international) Copy write approx. 6 press releases (with the support of the LPG co-chair)
- Manage the in-house image library to support the development of inspiring creative and content that promotes London Open Gardens and engages with broad and diverse audiences, meeting objectives to drive reach, revenue and reputation.
- Update the London Open Garden webpages, keeping content accurate.
- With the LPG Partnerships Manager and Event Producer work on the delivery of innovative partnerships (tourist bodies, media partners, promotional partners and other organisations)

- Working with the LOG Event Producer and London Parks and Gardens Mar/Comms Manager ensure brand positioning and LOG / LPG alignment across every touchpoint.
- Ensure targets are met by monitoring effectiveness during campaigns.
- Reporting: With the Ticketing Assistant analyse and report on marketing performance. Use data and market research to deliver insights, using tools like Google Analytics.
- Manage the marketing budget, following organisational procedures, monitoring expenditure and obtaining value for money.
- Deliver a comprehensive post event Mar/ Comms report to inform future marketing campaigns.

Qualifications and experience:

- Manager level roles in Festivals or Events across Communications and Marketing demonstrating well- developed management skills and a proven ability to organise, plan, work flexibly and juggle several projects simultaneously.
- Experience working in a small team.
- Experience of working collaboratively with other organisations – sponsors, media owners, promotional partners, tourist bodies etc.
- Proficiency in MS Office, Craft, Mailchimp, Survey Monkey, Canva and other digital systems.
- Sound understanding of digital marketing to include strong analytics skills, you should be comfortable manipulating data and using tools like Google and Eventbrite Analytics to inform future marketing.
- Experience of managing a multi-channel social media campaign including planning, producing and delivering content.
- Past roles that demonstrate your exceptional written and verbal communication skills with highly developed attention to detail and excellent proof -reading skills.

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