

Creative Communications & Digital Manager

London Parks and Gardens

Part-time: three days a week | £21,000 per annum (£35,000 FTE)

Based primarily at Duck Island Cottage, St James's Park, London, with flexibility to work from home

Help London's green spaces thrive

London's parks, gardens, and green spaces are at the heart of what makes the capital such a special place to live, work and visit. They connect communities, protect our heritage, support nature, and give millions of people places to pause, explore and flourish.

At London Parks and Gardens, we believe these spaces deserve to be celebrated, protected and enjoyed by everyone. Our vision is for London's green spaces, old and new, to be valued, protected and thriving, now and for generations to come.

We are a small charity with a big vision, and we are looking for a creative, digitally confident, and ambitious **Creative Communications & Digital Manager** to help us turn that vision into greater awareness, stronger engagement, and lasting impact.

This is an exciting opportunity to shape how we tell our story, grow our audiences, and bring more people into our work. With a new five-year growth strategy underway, you will play a leading role in raising our profile, strengthening our brand, developing our supporter community, and generating income to support our mission.

You will bring together strategic thinking, imaginative storytelling, and hands-on digital expertise to make our communications work harder. From engaging campaigns and compelling content to media coverage, fundraising initiatives, and memorable events, you will help more people discover why London's green spaces matter — and inspire them to take action.

A role with variety, creativity, and purpose

One of our flagship initiatives is **London Open Gardens**, now in its 25th year. Each year, it opens the gates to around 100 remarkable and often hidden gardens, enabling approximately 40,000 paid visits and offering unique opportunities to discover London's extraordinary green heritage.

Alongside this, our work spans the protection of green spaces through planning casework, the celebration of garden heritage and volunteer-led research. You will have a wealth of stories, people, and places to bring to life.

Working closely with our small, committed team, volunteers, partners, and Trustees, you will have the opportunity to take ownership, contribute ideas, and see the results of your work. We are looking for someone who combines creativity with commercial awareness, understands the power of digital communications, and is motivated by making a measurable difference.

Whether you are an experienced marketing professional ready to take the lead in a purpose-driven organisation, or an ambitious candidate looking to develop your skills and broaden your experience with initiative and excellent creative judgement, we would love to hear from you.

What you will do

Shape our communications and grow our reach

- Develop and deliver an integrated communications and marketing plan aligned with our new five-year strategy, with clear priorities and measurable objectives.
- Grow our membership, supporter base, brand awareness, and income through creative campaigns that inspire people to engage with our work.
- Champion our mission and ensure our impact is communicated clearly, consistently, and compellingly to the audiences who matter most.

Lead our digital presence

- Drive our digital marketing and social media activity, creating engaging content and campaigns that attract new audiences and deepen relationships with existing supporters.
- Use analytics, audience insight, and performance data to understand what works, identify opportunities and continually improve results.
- Help ensure our new website reflects our ambition, communicates our purpose, and provides an engaging experience for visitors, members, and supporters.
- Develop effective email marketing and digital communications that build loyalty, encourage participation and support fundraising.

Tell stories that make a difference

- Create compelling stories and content for our website, social media, email newsletters, publications, press and other digital and print channels.
- Identify and develop stories that bring London's gardens, green heritage, conservation work, and community impact to life.
- Build relationships with journalists and media contacts, securing opportunities to raise our profile, showcase our achievements and protect our reputation.
- Ensure our work in planning casework, green space heritage and volunteer research reaches relevant audiences and demonstrates the difference we make.

Create memorable events and campaigns

- Support the marketing and promotion of London Open Gardens, maximising awareness, attendance, engagement, and income (Note a freelance marketing contractor will be in place)

- Plan and deliver communications for membership, partnership and fundraising events across digital, social media, press, and other channels.
- Work creatively with colleagues, volunteers, and partners to develop campaigns that generate interest, attract new supporters, and strengthen relationships.

Strengthen our brand and relationships

- Oversee the development, design, production, and distribution of marketing materials, ensuring a distinctive and consistent brand across all channels.
- Work closely with our Partnerships Manager to develop campaigns, generate leads, and support partnership and fundraising growth.
- Develop clear, engaging internal communications that keep staff and volunteers informed, connected, and motivated.
- Represent London Parks and Gardens at events and public activities, acting as an enthusiastic ambassador for our work.

Measure impact and make things happen

- Produce regular communications and media reports, using insight and performance data to inform decisions and demonstrate results.
- Manage competing priorities effectively, turning ambitious ideas into focused, achievable plans.
- Work collaboratively across the organisation, bringing energy, initiative, and fresh thinking to a small team where everyone's contribution counts.

Note that we recognise that the role covers a lot for three days a week. Therefore, we will work together to set initial priorities, such as delivering the new strategy's communications plan, growing digital engagement, maximising London Open Gardens income and attendance, and strengthening the supporter journey.

What you will bring

We are looking for someone who is creative, curious, organised and motivated to make a difference. You will be comfortable thinking strategically and getting hands-on, with the confidence to develop ideas and the practical skills to turn them into results.

You will ideally bring:

- **Marketing and communications expertise:** experience of developing and delivering effective marketing or communications activity, with a clear understanding of how to reach audiences and achieve organisational goals.

- **Digital confidence:** a strong grasp of social media, digital marketing, email campaigns, website content, and analytics, with the ability to use insights to improve engagement and performance.
- **Creative storytelling:** excellent writing, editing and content creation skills, with an instinct for finding the story and communicating it in ways that resonate with different audiences.
- **Campaign and event experience:** the ability to plan, promote and deliver engaging campaigns and events, ideally including fundraising, membership, or public-facing activities.
- **Media and brand awareness:** an understanding of press relations, brand development, and the importance of consistent, high-quality communications.
- **A collaborative approach:** the ability to build positive working relationships with colleagues, volunteers, Trustees, and external partners.
- **Organisation and initiative:** strong planning skills, attention to detail and the confidence to work independently, manage priorities and deliver against deadlines.
- **Digital tools and systems:** proficiency in Microsoft Office, WordPress and relevant content management, email marketing, and analytics tools.

Experience working with a charity, membership organisation or mission-led organisation would be valuable, as would an interest in London's parks, gardens, heritage, and environment.

We recognise that candidates bring different combinations of skills and experience. You do not need to tick every box. We are particularly interested in your digital capability, creative thinking, willingness to take ownership and enthusiasm for our mission.

Why join London Parks and Gardens?

- **Make a visible difference.** Help protect and celebrate the green spaces that make London a better place for everyone.
- **Shape our next chapter.** Play a leading role in delivering our new five-year strategy and building our future audiences and income.
- **Make your ideas count.** Work in a small, collaborative team where you can take ownership, try new approaches and see the impact of your work.
- **Enjoy a varied creative role.** Bring together digital marketing, storytelling, media, campaigns, events, and supporter engagement.
- **Work somewhere special.** Our base at Duck Island Cottage in St James's Park offers a distinctive setting in the heart of London, with flexibility to work from home.

Above all, you will join a team that cares deeply about London's green spaces and is ambitious about what we can achieve together.

Terms of appointment

- **Hours:** Three days per week.
- **Salary:** £35,000 per annum full-time equivalent, equating to £21,000 per annum for three days per week.
- **Location:** Primarily based at Duck Island Cottage, St James's Park, London SW1A 2BJ, with flexibility to work from home.

How to apply

If you are excited by the opportunity to combine creative communications, digital marketing, and a meaningful environmental mission, we would love to hear from you.

Please email your CV to **office@londongardenstrust.org**, together with a statement of no more than 500 words explaining how your skills, experience and ideas would enable you to make an impact in this role.

Application deadline: 8 November 2026

Shortlisted candidates will be interviewed during the week commencing 9 November 2026.

London Parks and Gardens

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

Website: [Home](#) | [London Parks & Gardens](#)