



Job description

Role: Communications Manager, National Garden Scheme

Salary: £28,000-£32,000 (dependent on experience)

Reports to: Chief Executive

About the National Garden Scheme

The National Garden Scheme gives visitors unique access to over 3,500 exceptional private gardens in England and Wales, and raises impressive amounts of money for nursing and health charities through admissions, teas and cake.

Thanks to the generosity of garden owners, volunteers and visitors we have donated a total of £55 million to nursing and health charities, and made a record annual donation of £3.1 million in 2018. Founded in 1927 to support district nurses, we are now the most significant charitable funder of nursing in the UK and our beneficiaries include Macmillan Cancer Support, Marie Curie, Hospice UK and The Queen's Nursing Institute.

The National Garden Scheme doesn't just open beautiful gardens for charity – we are passionate about the physical and mental health benefits of gardens too. We fund projects which promote gardens and gardening as therapy, and in 2017, we launched our annual Gardens and Health Week to raise awareness of the topic.

To find your perfect garden, visit ngs.org.uk, download the National Garden Scheme app or purchase the National Garden Scheme's Garden Visitor's Handbook, which is published annually and available via ngs.org.uk/shop and at all good book retailers.

About the Communications Manager

Increasing footfall to our gardens and maximising funds raised for the National Garden Scheme's nursing and health beneficiaries is our principal strategic goal – and the Communications Manager plays a key role in achieving this.

This role works closely with the rest of the marketing and communications team, social media and publicity volunteers across England and Wales, and the charity's 11 beneficiaries to promote garden visiting, the impact of gardens on mental and physical health, and how visits to our gardens help change lives. They will be primarily responsible for devising and implementing compelling communications campaigns, managing the press office, line-managing a Digital Communications Officer and overseeing the creation of content for the charity's digital channels.

The ideal candidate will have broad communications experience in the charity sector and will be comfortable in a busy, hands-on and varied role. They will also be action focused and self-motivated, with the ability to work closely with colleagues in a small head office team, as well as with volunteers in the wider National Garden Scheme network.

Key responsibilities

National Garden Scheme campaigns

- Plan and manage National Garden Scheme's calendar of integrated campaigns to increase public awareness and drive visitor numbers.
- Create campaign messaging, copy and graphics for webpages, social media, e-newsletters, printed materials and PR opportunities.
- Conduct campaign reviews, identifying successes and suggesting improvements for the future.

Press office

- Increase the organisation's profile across print, digital and broadcast media outlets.
- Identify key media outlets to target and develop relationships with journalists.
- Create and distribute press releases for national and regional roll out.
- Respond to requests from the press for comments, garden information and photography.
- Pitch ideas to journalists.
- Provide regular media monitoring reports.

Copywriting, editing and proofing

- Write, edit and proof-read audience-relevant copy for printed materials, webpages, news stories, social media and e-newsletters.
- Adhere to the National Garden Scheme's messaging and style guidelines and update the key messages, stats and facts in the messaging and style guidelines annually.

Beneficiaries

- Manage relationships with corporate account managers and communications representatives from the National Garden Scheme's 11 beneficiary charities, holding regular meetings to keep them up-to-date with campaigns and activities.
- Encourage beneficiaries to support National Garden Scheme campaigns and promote garden visiting on their channels, providing beneficiaries with campaign materials.
- Receive content from beneficiaries e.g. recipes and case studies to roll out on National Garden Scheme channels.

Volunteers

- Provide media & communications support and advice to publicity volunteers based across England and Wales.
- Prepare and distribute campaign materials to publicity and social media officers for regional roll out.
- Hold regular training and information-sharing conferences for publicity and social media officers.
- Liaise with volunteer teams to source news stories and case studies.

Line Management of the Digital Communications Officer

- Line manage the Digital Communications Officer, conducting regular 1-2-1s and 6-monthly reviews.
- Work with the Digital Communications Officer to develop a social media strategy and set goals to increase brand awareness and engagement.
- Oversee the production of content for social media channels and the lifestyle section of the website.

Others duties include:

- Oversee professional photographers and use of photography across the charity.
- Manage media and campaign elements of the overall marketing budget in accordance with finance guidelines.
- Monitor social media channels as part of a rota at weekends.
- Work flexibly as part of a small team, undertaking tasks as necessary.

- Actively participate in team meetings.
- Attend national garden shows (e.g. Chelsea) and other events as required.
- Protect and enhance the organisation's public reputation when speaking on its behalf.

Salary and benefits

- Salary of £28,000-£32,000 (dependent on experience).
- 28 days holiday (inclusive of public holidays) - which, after two years, increases each year up to a maximum of 33 days.
- Permanent, full-time role, 35 hours a week – 9am to 5pm with one-hour lunch break.
- Attractive work environment - office is based in a National Trust property.

Person Specification

Criteria	Essential/Desired
Relevant education and training to degree level	E
Significant experience of working in a charity communications role	E
Experience of managing a press office, including using media monitoring services	E
Experience of managing integrated campaigns	E
Experience of working in a customer service orientated environment	D
Excellent copywriting, editing and proofreading skills	E
Excellent IT skills including experience of using CRM	E
Experience of using WordPress and e-marketing packages	D
Experience of using Photoshop	D
Flexible and adaptable	E
Self-confident and enthusiastic communicator	E
Creative thinker	E
Line management experience	D

The personal details that you supply during the recruitment process will be used for the sole purpose of making a recruitment decision and communication during the recruitment process. We will not share your details with anyone else or use them for any other purpose. Your details will be stored securely on our computer systems or in a locked file and will be destroyed securely after 6 months. If you wish to withdraw your application if you are unsuccessful, you can request for your details to be removed by contacting jo@ngs.org.uk