



Marketing Manager

Job Title:	Marketing Manager
Position:	12 Month Maternity Cover
Hours:	Full time, average 35 hours per week
Salary Range:	£30,900
Holidays:	25 days per year + Bank Holidays
Responsible to:	Commercial Director
Location based at:	Chelsea Physic Garden, 66 Royal Hospital Road, London, SW3 4HS.

About Chelsea Physic Garden

Chelsea Physic Garden (CPG) is an independent charity set up in 1983 to promote and preserve the four-acre garden of the same name. The charity's mission is to demonstrate the medicinal, economic, cultural and environmental importance of plants to the survival and wellbeing of humankind. We are open to visitors six-days a week, eleven months of the year. There has been a teaching Garden on our site since 1673, and today we hope that all our visitors leave inspired, having learnt something new.

About the Role

CPG is seeking a **Marketing Manager (Maternity Cover)** to deliver our ambitious communications and marketing strategy. The Marketing Manager will oversee the day-to-day management of the Garden's communications channels, including email, paid and organic social media, website content, and press/PR enquiries. This role ensures that all marketing activity is efficient, effective, and aligned with the Garden's objectives.

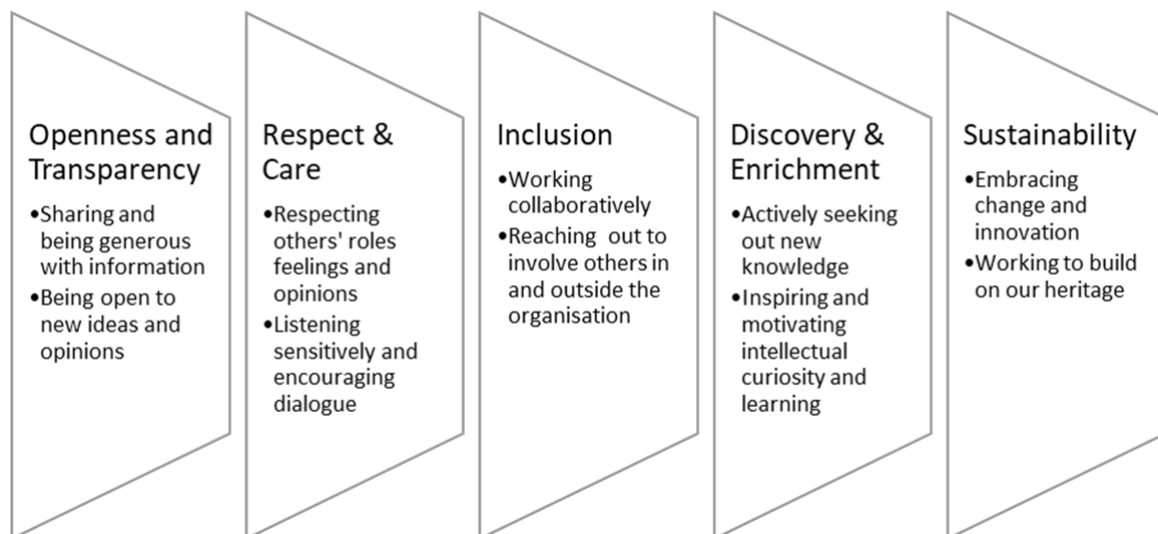
The Marketing Manager will design, deliver, and evaluate multi-channel campaigns that support the Garden's strategic priorities, driving engagement, awareness, and measurable return on investment.

They will also oversee the planning and execution of seasonal and thematic campaigns connected to the Garden's public programmes and activities.

As guardian of the Garden's brand, the Marketing Manager will ensure all communications are consistent with the Garden's house style, supporting colleagues across the organisation to produce materials that are accurate, professional, and on-brand.

Our Values

We have a set of five inter linked reinforcing values that support each other



Key Areas of Responsibility

Team & Communications Management

- Line manage a part-time Marketing Assistant to support delivery of campaigns and day-to-day communications.
- Oversee all communications channels (email, social media, website, press/PR) ensuring timely, accurate, and brand-aligned messaging.
- Develop and implement communications plans across multiple channels, responding to enquiries and providing guidance to colleagues on best practice.
- Act as gatekeeper for website, social media, and email platforms, ensuring only approved and compliant content is published.
- Serve as first point of contact for media enquiries, providing accurate information and assets.

Campaign Management

- Plan, deliver, and evaluate multi-channel campaigns that support strategic, commercial, and operational priorities, including the Glasshouse restoration project.
- Manage campaign budgets, including paid social and PPC activity, ensuring cost-effective use of resources.
- Collaborate with the Commercial Director and department heads to align campaigns with organisational priorities.

Analytics & Reporting

- Monitor and report on communications and marketing KPIs, producing monthly reports with actionable insights.
- Provide quarterly data for management reporting and advise colleagues on data-driven decision-making.
- Ensure activities demonstrate measurable return on investment.

Brand & Content Management

- Champion the Garden's house style, providing training and quality assurance to colleagues.
- Support creation of branded collateral and ensure brand consistency in all internal and external communications.
- Recommend updates to the Style Guide to improve accessibility and clarity.

Supplier Management

- Manage relationships with external suppliers including PR, designers, printers, web developers, and PPC agencies.
- Review supplier performance and value for money, preparing business cases as needed.
- Ensure supplier invoicing and documentation are processed accurately with the finance team.

Person Specification

Skills and Experience	Essential (E)/ Desirable (D)
Experience designing and delivering multi-channel marketing campaigns	E
Experience reporting on the effectiveness of marketing activities including calculating ROI	E
Excellent communications skills (written and verbal)	E
Thorough understanding of GDPR and how it relates to marketing activities	E

Demonstrable experience managing suppliers to deliver brand compliant marketing materials	E
Knowledge of current trends, resources and information relating to marketing within the heritage and museums sector.	E
Experience of working with paid for and organic press enquiries.	E
Working knowledge of SEO	D
Working knowledge of Google analytics	D
Working knowledge of Google Tag Manager	D
Working knowledge of Google ads and Facebook ads	D
Experience of designing materials for web, print and advertorial	D
Knowledge of working in value-led organisations such as charities, or the cultural sector	D
An interest in Gardens or Garden history and a willingness to understand basic botany and the role of a modern Physic Garden	D

Terms and Conditions:

This is a 12-month fixed term contract. The post holder will be required to work an average of 5 days per week, but the nature of the role means that flexibility over the days and hours worked is required to meet the needs of the business and will include some unsocial hours as well as some weekend and bank holiday working. The Garden operates a hybrid working pattern with a minimum of 60% of your working time in office, roughly 3 in 5 days per week.

Salary Exchange contributory pension scheme with a scheme contribution of 5% employer 3% employee deducted from gross salary

33 days holiday including eight statutory holidays

Closing date: Sunday, 12 October 2025

Provisional Interview date: Tuesday, 21 October 2025