



Head of Marketing & Audience Development Role Overview

Job Title:	Head of Marketing & Audience Development
Position:	Two-year fixed term contract
Hours:	Full time - 35 hours per week (including some evenings and weekends)
Salary:	£42k–£45k, depending on experience, with top of range for outstanding candidates
Holidays:	33 days including 8 public holidays
Responsible to:	Commercial & Marketing Director
Responsible for:	Marketing Manager, Membership Officer
Location based at:	Chelsea Physic Garden, 66 Royal Hospital Road, London, SW3 4HS.

1. Equal Opportunities

Chelsea Physic Garden is a place for everyone. As an equal opportunities' employer, we are committed to championing equality, diversity, and inclusion in our workplace. If you are a suitably qualified applicant, we encourage your application whatever your age, disability, gender, gender identity, race, religion or belief, sexual orientation, or socio-economic background.

2. 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.

3. Our Values

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



4. About the role:

This is a new role for the Garden. The Head of Marketing & Audience Development (HoMAD) plays a critical leadership role in expanding the charity's reach, relevance and impact. They are responsible for growing and diversifying our audience, strengthening engagement with supporters and ensuring our mission is clearly and compellingly communicated across all channels. Through insight-led planning and effective storytelling, they build lasting relationships that support the charity's long-term sustainability.

In addition, the role leads the day-to-day delivery of marketing activity and is accountable for implementing the audience strategy in practice. This includes overseeing campaigns, content and digital channels; managing resources and partners; and using data to continuously refine approach and performance.

Working closely with colleagues across the organisation, the Head of Marketing & Audience Development ensures that marketing activity is aligned, effective and focused on measurable audience growth.

5. Key duties and responsibilities:

5.1 Marketing and Communications

The postholder will lead the development and delivery of an integrated marketing and communications strategy across digital and physical channels, with the objective of raising the profile of the Physic Garden among key stakeholders, partner organisations, and both existing and prospective audiences. They will take ownership of departmental KPIs, embedding a culture of data-informed decision-making through robust post-campaign and post-activity evaluation, and will provide clear, regular performance reporting to relevant internal and external stakeholders.

In addition, the postholder will support, advise on, and directly deliver marketing and communications initiatives for CPG Enterprises, increasing brand awareness and driving commercial performance across retail, venue hire, and other income-generating activities.

The role also encompasses oversight of the Garden's marketing responsibilities within the Chelsea Heritage Quarter partnership, working collaboratively with colleagues across partner venues to ensure aligned messaging, coordinated activity, and maximum collective impact.

5.2 Audience Development

With the support of senior colleagues, the HoMAD will lead the implementation of the Garden's Audience Development Strategy, translating strategic priorities into a dynamic rolling five-year plan that aligns all audience-facing activity with clearly defined objectives and measurable growth targets.

The postholder will drive membership sales as a core income stream, leading the strategic development and execution of integrated, insight-led marketing campaigns focused on both acquisition and retention. Through rigorous performance management, data analysis and continuous optimisation, the HoMAD will ensure delivery against ambitious membership growth targets, strengthening long-term audience engagement, loyalty, and lifetime value.

5.3 Brand

The postholder will further develop and steward the CPG brand, refining its market positioning to ensure the Garden's identity is clearly articulated and consistently communicated across all channels. They will ensure that brand guidelines are rigorously applied both internally and externally, safeguarding coherence, quality, and strategic alignment at every touchpoint.

Acting as the primary liaison for the Garden's graphic design contractors, the postholder will oversee the administration and management of all related contracts and retainers, ensuring value for money and high creative standards. In addition, they will support the Commercial & Marketing Director in the strategic development and delivery of brand partnerships that enhance the Garden's positioning, extend its reach and generate both income and market visibility.

5.4 Internal Communications

The role will support the delivery of regular staff and volunteer briefings, ensuring consistent messaging and the effective dissemination of key information across the organisation. They will be responsible for implementing

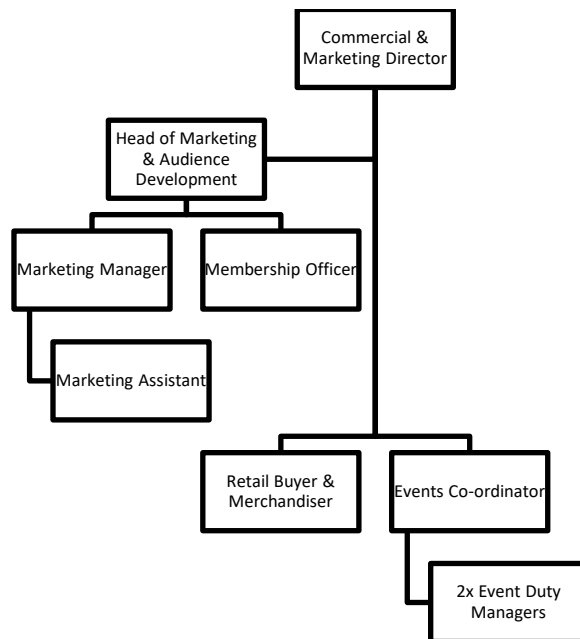
the internal communications plan, working closely with the Commercial & Marketing Director to ensure that the Masterplan Communication Strategy is effectively communicated to all internal stakeholders. Through proactive cross-departmental collaboration, the role will facilitate the timely and accurate flow of information, enabling marketing channels to promote the Garden's programmes, activities and learning initiatives with clarity and impact.

5.5 Digital

The HoMAD will ensure all digital channels, including websites, social media channels and email marketing, are optimized to improve performance and the Garden's digital presence. This role has overall responsibility for the Garden's website, ensuring content is kept up to date, staff are properly trained and regular maintenance is carried out.

6. General

This role is a member of the Senior Leadership Team and holds overall line management responsibility for the Membership Officer and Marketing Manager, who in turn manages a part-time Marketing Assistant. The postholder will develop the annual budget and set agreed departmental KPIs, ensuring resources are allocated efficiently and effectively. They also oversee all third-party marketing contracts to ensure value for money and optimal use of external resources.



7. Person Specification

Skills and Experience	Essential/ Desirable
Multi-channel marketing experience	E
Excellent understanding of regulations, professional standards, policies, procedures, and legislation.	E
Experience in delivering multi channel marketing campaigns	E
Substantial experience in a marketing role operating at a mid to senior level	E
Excellent communications skills (written and verbal)	E
Demonstrable strategic thinking and problem-solving abilities	E
Knowledge of working in value-led organisations such as charities, or the cultural sector	E
Experience of managing suppliers and third parties	E
Experience of managing and monitoring income and expenditure budgets	E
Experience with key programmes (See Tickets, Dot Digital, etc.)	E
Experience of copywriting	E
Experience of creating design briefs	E
Experience of website editing	E
Experience of managing individuals or teams	D
Strong organisational skills, able to manage multiple priorities simultaneously	D
Heritage/tourism marketing experience	D
An interest in Gardens	D

	Competency	Descriptor	Level for this role
1	Leadership	Setting the pace and behaving with integrity	3
2	People Management	Making clear what you expect and what is to be achieved; enabling and supporting your staff to deliver	3
3	Analysis and use of Evidence	Collecting, analysing and using information and evidence, assessing risk and taking decisions	3
4	Communication	Communicating with colleagues, visitors and stakeholders	4

5	Collaborative Working	Working together with people within and outside of CPG to help us achieve our goals	3
6	Delivering Results	Organising and managing the work to deliver results	4
7	Using and Managing Resources	Using resources cost effectively	3
8	Know How	The knowledge, skills and expertise you need to do your job and help others to do theirs	3

Terms and Conditions:

This post is a two-year, 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. The Garden's policy is for full-time staff to be based in the office at least 3 days per week including a Monday or a Friday.

The postholder will take part in a rota of weekend and bank holiday working for which time in lieu will be given. This is approximately six times per annum.

The Garden operates a salary exchange pension scheme with Royal London. The equivalent contribution rates are 6% employer and 3% employee at the end of the probationary period.

Returning your application:

Please complete the job application form and equal opportunities form and email them to jobs@chelseaphysicgarden.co.uk