

# GARDEN MUSEUM

## Marketing Officer Job Description

**Contract:** **Permanent, part-time:**

**0.4 Full Time Equivalent (FTE)**

**Working**

**2 days per week**

**Pattern:**

**an extra paid weekly day may sometimes be required**

**Salary:**

**£12,000 per annum**

**(the pro-rata of £30,000 FTE)**

**Line Manager:**

**Head of Communications & Digital**

### **Purpose of Job**

The Marketing Officer promotes awareness of the Garden Museum and its work to a range of audiences. Reporting to the Head of Communications & Digital, this role is charged with marketing the museum's full portfolio of programmes and developing audiences for exhibitions, events, learning projects and commercial activity. The role has a particular focus on income generation, with the aim to grow both in-person and online event audiences through ticket sales and livestreams.

The Garden Museum has successfully developed a digital audience with its own identity which we wish to invest in and further develop. The museum's weekly talks programme is available to watch online, either livestreamed or on-demand. The Marketing Officer will support the development of this audience and income stream through digital marketing activity, including editing clips for social media. Attending some evening events may be required.

This is a role suitable for a motivated and ambitious museum marketing professional with a particular interest in digital marketing and storytelling through engaging and impactful content creation. The role requires a minimum of working two days a week, however an extra paid day per week may sometimes be required.

### **About the Garden Museum**

The Garden Museum explores and celebrates the art, history and design of British gardens and their place in our lives today.

Visitors will discover the stories of great gardeners through a permanent collection of artefacts and tools from gardening throughout history alongside botanical art, photography, and paintings exploring how and why we garden. Our lively and diverse programme of exhibitions, events, and community outreach projects delve into art, architecture, plant science, food, sustainability, well-being and more, all through the lens of gardening.

**Main Tasks:****Digital**

- Support social media strategy and content creation to increase audience growth, engagement, and income generation
- Identify digital marketing trends and opportunities, including developing the Garden Museum's TikTok account
- Use social media and website analytics to record weekly statistics and produce monthly digital reports
- Support email marketing strategy and content creation
- Support website administration and content creation including exhibitions, events, and ticketing via the museum's ticketing platform DigiTickets
- Provide website and social media support and training to colleagues where required

**Audience Development**

- Support the museum's audience development targets to diversify audiences through marketing activities
- Assist with the collection of visitor data and feedback to develop audience-focused campaign strategies
- Research and liaise with local organisations and community groups to develop the Museum's network of hyper-local contacts
- Develop an email content strategy for Young Fronds, the Garden Museum's free under 35s membership scheme

**Production and Distribution**

- Design and production of marketing material such as flyers, signage, and digital assets, liaising with designers and suppliers where required
- Arrange distribution of marketing material

**General**

- Administrative support for the Head of Communications & Digital
- Support colleagues to ensure that Garden Museum communications are consistent with brand guidelines
- Maintain an awareness of marketing trends and opportunities
- Any other duties relevant to fulfilling the role

**Person Specification:****Essential**

- Educated to "A" Level standard or above
- Prior demonstrable digital marketing experience
- Experience of creating social media and newsletter content and an awareness of digital marketing trends and best practice
- Experience in filming engaging short-form vertical content for social media
- Good copywriting and proofreading skills, with an eye for detail

- Demonstrable skills and experience in Adobe software such as InDesign, Photoshop, Premiere Pro
- Excellent interpersonal skills and the ability to work with staff and external contacts at all levels
- Ability to think creatively and to work under own initiative to multitask and meet deadlines

#### **Desirable**

- Training/education/qualification in Marketing or a related component subject
- Experience of website administration using content management systems, ideally WordPress
- Experience of implementing and evaluating paid social strategy and SEO
- A knowledge or enthusiasm for our subject matter of gardens and gardening, and their place in our lives
- Experience working in an arts, heritage, or horticultural organisation

#### **Hours of Work**

Days will be worked on site at the Museum, usually 9.30am – 5.30pm with an hour for lunch. Occasional working from home may be possible. Time Off in Lieu (TOIL) will apply during particularly busy times (eg. Event Days) when additional hours may need to be worked, in excess of 3 days per week.

#### **Application**

To apply, please email [recruitment@gardenmuseum.org.uk](mailto:recruitment@gardenmuseum.org.uk) with your CV by midnight on Monday, 26th January 2026. Please add a covering letter of no more than two pages outlining how your experience relates to the requirements of the role and your reasons for applying.

*We regret that we are unable to respond to all applicants, you will only hear from us if we wish to invite you to an interview.*

The Garden Museum is a registered charity and pursues a policy of equal opportunities. The Garden Museum values diversity, promotes equality and challenges discrimination. We encourage and welcome applications from all backgrounds, and all applications are judged on merit.



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