



## Head of Marketing

### JOB DESCRIPTION

<b>Job title:</b>	Head of Marketing
<b>Based:</b>	The LookOut, London, Hyde Park W2 2UH with travel to all parks + home-based working
<b>Salary:</b>	£50,000 - £60,000 per annum, depending on experience.
<b>Terms:</b>	Permanent contract on a full-time basis (36 hours per week) 26 days annual leave plus public holidays. A pension scheme and health plan are available.

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<b>Reporting to:</b>	Director Communications and Engagement
<b>Responsible for:</b>	Marketing and Communications Manager, Digital Marketing and Communications Manager, Brand & IP Manager (direct reports)
<b>Internal relationships:</b>	Senior Management team (Communications and Engagement Directorate), Digital and Marketing, Executive Board, Trustee Board, Park Management, Commercial Team, Estates Team, Resources Teams
<b>External relationships:</b>	Agencies, marketing networks, charity networks, stakeholders, supporters, London Park networks

### BACKGROUND

The Royal Parks is a charity created in March 2017. We manage over 5,000 acres of diverse parkland, rare habitats and historic buildings and monuments in eight Royal Parks across London. These are: Hyde Park, Kensington Gardens, The Green Park, St James's Park, The Regent's Park and Primrose Hill, Greenwich Park, Richmond Park and Bushy Park. We also manage other important public spaces including Brompton Cemetery and Victoria Tower Gardens. Our eight Royal Parks and other public spaces are among the most visited attractions in the UK with 77 million visits every year.

### JOB PURPOSE

To lead a step change in the impact of our marketing at The Royal Parks. This role will lead on the development and delivery of marketing and brand strategies alongside all digital marketing activity, building awareness of our evolving brand, playing a pivotal role in, growing our supporter base and enhancing the visitor experience.

## MAIN DUTIES/RESPONSIBILITIES

1. Drive strategic direction for marketing at The Royal Parks as part of the Communications and Engagement Senior Management Team and through leadership of the team.
2. Significantly raise The Royal Parks' profile as a charity and build reputation with all our audiences, inspiring and engaging them with the cause and our ambitious vision for the future – to grow our supporter base and increase income.
3. Lead the planning and phasing of activity and messaging with key colleagues, so that our fundraising, marketing and digital activity is co-ordinated and focused on our key audiences and organisational needs.
4. Oversee the marketing activity provided by internal teams to ensure a cost-effective use of the marketing mix, budgets and suppliers, and to promote the development of creative and innovative approaches.
5. Lead the development of our digital and marketing and brand campaigns working closely with the Communications and Engagement management team, creative and content teams, agencies and other partners.
6. Create an effective and efficient marketing strategy focused on growing audiences for engagement and income generation.
7. Develop and implement a comprehensive five year brand strategy for the recently refreshed Royal Parks brand.
8. Work across the organisation to lead co-ordinated marketing activities, and develop relationships to coach marketing skill sets across the Communications and Engagement Directorate and beyond.
9. Proactively network across the organisation to fully understand the work and impact of all teams working across the Royal Parks.
10. Effectively manage external suppliers and agencies. Lead the charity's paid media activity, with budget oversight and accountability.
11. Recruitment and line management of the Marketing and Comms Manager, Digital Marketing and Comms Manager and the Data Manager and their associated teams (11 in total see org chart attached).
12. Play an active role in the Senior Management Team of the Communications and Engagement Directorate supporting staff development.

PERSON SPECIFICATION	
Selection criteria	Essential / Desirable
<b>Qualifications</b>	
<ul style="list-style-type: none"> <li>Degree or equivalent level of senior experience and professional development in marketing</li> </ul>	E
<ul style="list-style-type: none"> <li>Relevant marketing qualifications (e.g., through the Chartered Institute of Marketing)/ marketing or degree / equivalent experience</li> </ul>	E
<b>Experience</b>	
<ul style="list-style-type: none"> <li>Successful track record in senior marketing roles and in creating and leading integrated brand, marketing and digital activity across all channels with measurable impact</li> </ul>	E
<ul style="list-style-type: none"> <li>Experience of overseeing complex marketing strategies, across a range of channels and products or services (paid, earned, owned)</li> </ul>	E
<ul style="list-style-type: none"> <li>Track record of creating, delivering and evaluating integrated marketing plans, involving multiple internal and external stakeholders to deliver planned outcomes</li> </ul>	E
<ul style="list-style-type: none"> <li>Track record of developing brand strategies to support brand initiatives</li> </ul>	E
<ul style="list-style-type: none"> <li>Experience of working across an organisation to guide and support the achievement of coherent external messaging and a strong brand identity</li> </ul>	E
<ul style="list-style-type: none"> <li>Solid experience in coaching, developing and motivating staff</li> </ul>	E
<ul style="list-style-type: none"> <li>Significant experience of financial management, budgeting and predicting income based on marketing outputs. Working closely with finance colleagues to deliver annual budget and plan for income and expenditure</li> </ul>	E
<ul style="list-style-type: none"> <li>Ability to actively listen, empathise and learn from others across tiers within the organisation.</li> </ul>	E
<b>Skills, knowledge and ability</b>	
<ul style="list-style-type: none"> <li>Strong creative, strategic, analytical, organisational and sales skills</li> </ul>	E
<ul style="list-style-type: none"> <li>Proficiency with data management and analytics, financial reporting and Customer Relationship Management software</li> </ul>	E
<ul style="list-style-type: none"> <li>Strong understanding of key marketing performance metrics and tracking tools in order to translate results into actionable insights for fundraising, brand and behaviour change campaigns</li> </ul>	E
<ul style="list-style-type: none"> <li>High competence in project and stakeholder management</li> </ul>	E

<ul style="list-style-type: none"> <li>• Excellent interpersonal, written and oral communications skills</li> </ul>	E
<ul style="list-style-type: none"> <li>• Working across departmental and team boundaries to deliver a coherent, focused and integrated marketing service</li> </ul>	E
<ul style="list-style-type: none"> <li>• Adept at juggling competing priorities</li> </ul>	E
<b>Other</b>	
<ul style="list-style-type: none"> <li>• Commitment to The Royal Parks' values of being accountable, excellent, inclusive, open and respectful</li> </ul>	E
<ul style="list-style-type: none"> <li>• Ability to work efficiently, making good use of time and resources, prioritise and work to deadlines</li> </ul>	E
<ul style="list-style-type: none"> <li>• Ability to take the initiative, be creative and proactive.</li> </ul>	E
<ul style="list-style-type: none"> <li>• Willing to travel to all London Royal Parks and other locations as required</li> </ul>	E
<ul style="list-style-type: none"> <li>• Willing to work evenings and weekends as and when needed</li> </ul>	E