

Role Profile

Job Title	Marketing Assistant
Position	Permanent
Hours	Part Time 14 hours (equivalent of 2 days)
Salary	£9,666 (£24,165 pro rata)
Holidays	Pro rata entitlement for part-time employees
Line Manager	Marketing Manager
Location	Chelsea Physic Garden, 66 Royal Hospital Road, London SW3 4HS

1. Equal Opportunities

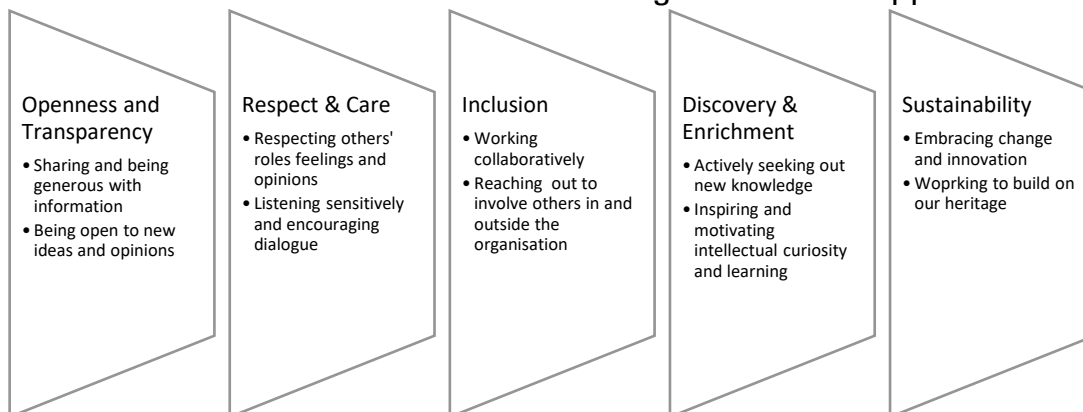
Chelsea Physic Garden is a place for everyone. As an equal opportunities' employer, Chelsea Physic Garden is committed to championing equality, diversity, and inclusion in our workplace. If you are a suitably qualified applicant, we encourage your application whatever your age, disability, gender, gender 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

The Marketing Assistant is responsible for collating and creating content for the Garden's digital channels including website, social media and digital newsletters. They will collaborate with colleagues across the organisation to ensure content aligns with the Garden's brand guidelines, effectively drives engagement and contributes to our mission. This role will also provide some digital administrative support to the wider commercial & marketing team.

5. Key areas of responsibility

Social media

The Marketing Assistant is responsible for creating and scheduling (via Zoho Social tool) social media posts in line with the Garden's content calendar. They will support the Marketing Manager in developing a content programme that balances engagement and learning content with the need to achieve revenue targets.

The role involves writing copy, managing photography and crafting/optimising videos for our channels including Instagram, Facebook and LinkedIn. The postholder will also monitor analytics and KPIs for these channels, producing monthly reports for the Marketing Manager and Commercial Director.

This role will also support the Garden's marketing work for the Chelsea Heritage Quarter, working with colleagues at the National Army Museum, Royal Hospital Chelsea and Cadogan to ensure a consistent social media presence for the Heritage Quarter channels.

Email

The Marketing Assistant is responsible for collating, verifying and approving content for our monthly subscriber newsletter as well as any additional CTA sends. They will utilise the Dot Digital platform to schedule communications and produce regular reporting on performance.

Administration

The role will offer administrative support to the wider commercial department regarding the specific digital resources used. This includes Shopify, Dot Digital and WordPress, among others.

6. Person Specification

Skills and Experience	Essential (E)/ Desirable (D)
Experience of social media content creation	E
Effective communication skills both written and verbal	E

An interest in horticulture, or a willingness to learn	D
Experience using email marketing software	D
Experience using Microsoft excel for data analysis	D
Experience using Shopify, Zoho and/or Wordpress	D

8. Competency Framework

We have a set of eight competencies that are common to all employees and within the framework each competency has four levels which relate to the level at which individual roles need to operate. The competency assessment for this role is set out below and more information will be provided to support this assessment.

	Competency	Descriptor	Level for this role
1	Leadership	Setting the pace and behaving with integrity	1
2	People Management	Making clear what you expect and what is to be achieved; enabling and supporting your staff to deliver	1
3	Analysis and use of Evidence	Collecting, analysing and using information and evidence, assessing risk and taking decisions	1
4	Communication	Communicating with colleagues, visitors and stakeholders	2
5	Collaborative Working	Working together with people within and outside of CPG to help us achieve our goals	2
6	Delivering Results	Organising and managing the work to deliver results	2
7	Using and Managing Resources	Using resources cost effectively	1
8	Know How	The knowledge, skills and experience you need to do your job and help other do theirs	1

Terms and Conditions

The post holder will be required to work 14 hours per week and there is flexibility to the working pattern.

The Garden offer 33 days of leave including public holidays. This is pro-rata for part time employees who are also allocated a percentage of the bank holidays based on the number of days/hours worked.

The Garden operates a salary exchange pension scheme currently with Royal London which means that your gross salary is reduced by the amount of pension contribution made by the employer and employee which is then paid directly into your pension. The equivalent contribution rates are 5% employer and 3% employee at the end of the probationary period.

Details of other employee benefits and rights will be provided to successful candidates and include things like a season ticket loan, a cycle purchase scheme as well as an employee assistance programme.