

HEAD OF MARKETING,  
COMMUNICATIONS  
AND ENGAGEMENT

**JOB DESCRIPTION**



# HEAD OF MARKETING, COMMUNICATIONS AND ENGAGEMENT



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# HEAD OF MARKETING, COMMUNICATIONS AND ENGAGEMENT



## WELCOME

### Thank you very much for your interest in the National Botanic Garden of Wales and the role of Head of Marketing, Communications and Engagement.

We live at a time of vast changes in society, science and technology, and we face major environmental challenges and ongoing losses of biodiversity. With our unique collections, vast estate including the botanic gardens, Waun Las National Nature Reserve and organic farm, and pioneering programmes, the National Botanic Garden of Wales is powerfully placed to engage people about plants, science, conservation, and the wider natural world, as well as nature for society's health and well-being.

The Garden is one of Wales' premier destination attractions and we want to connect audiences with plants and our work, and challenge how people think about biodiversity and nature – its past, present and future.

This is a very exciting time to join the National Botanic Garden of Wales. With a new Director, an ambitious 10-year strategic plan and vision and our 25-year anniversary approaching in 2025, there is a career defining role available for an ambitious and talented marketing, communications and engagement professional.

The impact from your work will form an important part of positioning the National Botanic Garden of Wales into the future. We are looking for someone to tell our story and help us to continue to build our brand as a national institution, challenge perceptions, and grow and develop our audiences and their engagement and support for the work we do and our services.

This is a key strategic leadership role ensuring the National Botanic Garden of Wales reach and reputation is strengthened and clearly articulated at a local, national and international level.

We welcome applications from everyone – diversity, inclusion and the feeling of belonging matter to us. We are looking for an ambitious, talented and committed marketing and communications leader who wants to play a vital role in the future of our iconic institution.

If that is you, I look forward to hearing from you.

***Dr Lucy A. Sutherland***

Director, National Botanic Garden of Wales



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## THE ORGANISATION



The National Botanic Garden of Wales (NBGW) is a company limited by guarantee and a registered charity dedicated to the research and conservation of biodiversity, to sustainability, lifelong learning and the inspiration of our visitors and the wider community.

Officially opened in 2000 NBGW is a national treasure, and this bilingual institution and premier tourist attraction is loved and cherished by all that visit. The Garden attracts around 170,000 visitors each year and plays a key role in the region's tourism and visitor economy.

The Great Glasshouse, designed by Lord Norman Foster and Associates, is the largest single-span great glasshouse in the world and one of Wales' most iconic landmarks.

NBGW is also respected around the world for the role it plays conserving and protecting some of the most threatened plants on the planet and valued for its efforts in improving the health and wellbeing of the people and communities of Wales. The NBGW is the first botanic garden in the United Kingdom to be recognised by Botanic Gardens Conservation International with all three levels of conservation accreditation, including Advanced Conservation Practitioner, being awarded.

The Garden emerges from the pandemic as a multi award winning site, including the Institute of Chartered Engineers (ICE) People's Choice Award for its restored historic landscape, and with an enhanced reputation as an international centre for horticulture, science, conservation and sustainability. As a centre of excellence in conservation and research, the National Botanic Garden of Wales provides funded apprenticeships, training opportunities and extensive school programmes.

Our collections and research are part of a global community of botanic gardens – playing for Wales on a world stage. We have a vital role in making discoveries and providing training and knowledge transfer for the benefit of people, wildlife and the environment. Together with universities, the Welsh Government and non-government partners, various disciplines are being brought together to make new discoveries that combat the loss of biodiversity. For example, our *Saving Pollinators* research uses DNA barcoding to track those plant species that pollinators use and our findings form the foundation for our advisory services and training on the conservation of pollinators.

With around 100 staff, 200 volunteers and 16,000 members, the National Botanic Garden of Wales is a vibrant passionate community of people dedicated to make an impact with everything we do.

# HEAD OF MARKETING, COMMUNICATIONS AND ENGAGEMENT



## THE ROLE

### Title

Head of Marketing, Communications and Engagement

### Organisation

National Botanic Garden of Wales (registered charity no. 1036354)

### Location

Llanarthne, Carmarthenshire, Wales

### Salary

£40,000-45,000

### Reporting Line

Director, National Botanic Garden of Wales

### Level

Sits on the Senior Leadership Team

### Team

6 Direct reports managing a team of c.15 paid staff, several being bilingual, and more than 200 volunteer staff (organisation chart available upon request)

### Key Relationships

Director and Senior Leadership Team; NBGW Board; national and international partners; media; scientific, conservation and arts/culture sectors; and visitor audiences (While your main focus will be external communications, you will be expected to provide advice and guidance to the leadership team on internal communications).

## Strategic Leadership

- Develop and implement a sector leading Marketing, Communications and Engagement Strategy in support of the new NBGW Strategy to 2031 and its income generation agenda.
- Develop, manage and deliver ambitious external communications, public affairs and brand positioning.
- Oversee press handling and marketing of the organisation's commercial visitor services.
- Working closely with the Director and the Senior Leadership Team to develop and facilitate a network of supporters and advocates who contribute to the organisations profile.
- Positively engage stakeholders across the NBGW, gathering requirements for all communication and marketing needs, championing a customer first approach, providing opportunities for feedback and ensuring consultation at key stages of strategy development.
- Develop, establish and maintain appropriate systems for measuring necessary aspects of communication and marketing activity to support institutional planning and resource allocation.
- Be a proactive member of the Senior Leadership Team.



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## THE ROLE

### People Leadership

- Direct line management of a multidisciplinary team working across marketing, communication and engagement, including lifelong learning. This role must provide visionary, charismatic leadership to lead, motivate and inspire a high performing team.
- Ensure the team reaches its potential by creating professional development opportunities and establishing a learning and evaluation culture to develop capability.
- Work with your team to coordinate and align the work of staff with communication responsibilities across other departments.

### Ambassadorial Duties

- Represent NBGW externally and maintain effective relations with peer institutions and partners across the country and abroad.
- Act as a spokesperson for NBGW as required.

### Operational Leadership

- Oversee the diverse team which deliver day to day communications and marketing operations, including media, marketing and public relations, crisis communications, interpretation, public programmes and engagement and audience insight.
- Accountable for the positioning and building of the NBGW brand to support the strategy. Identify and manage reputational risks on behalf of the organisation, as well as oversee the nature and tone of content, and adherence to branding, across multiple touchpoints.
- Work with others in the team to use influence internally to educate and inform colleagues in relevant communications and media matters.
- Ensure marketing and PR campaigns support the NBGW strategy and audience ambitions, increasingly working in partnership with others.
- Take main oversight of a broad range of print and digital publications for the NBGW.
- Oversee the publishing and image library as a mission-led commercial activity, meeting financial targets and identifying new opportunities for growth.
- Oversee the continual development and management of all member and volunteer functions.
- Develop audience and insight data and reporting to be a critical tool to support the strategic development of the NBGW's decision-making
- Respect and acknowledgement of Welsh heritage and culture, including its language is essential. Please note, non-Welsh speaking staff are supported and encouraged to learn Welsh conversational skills.



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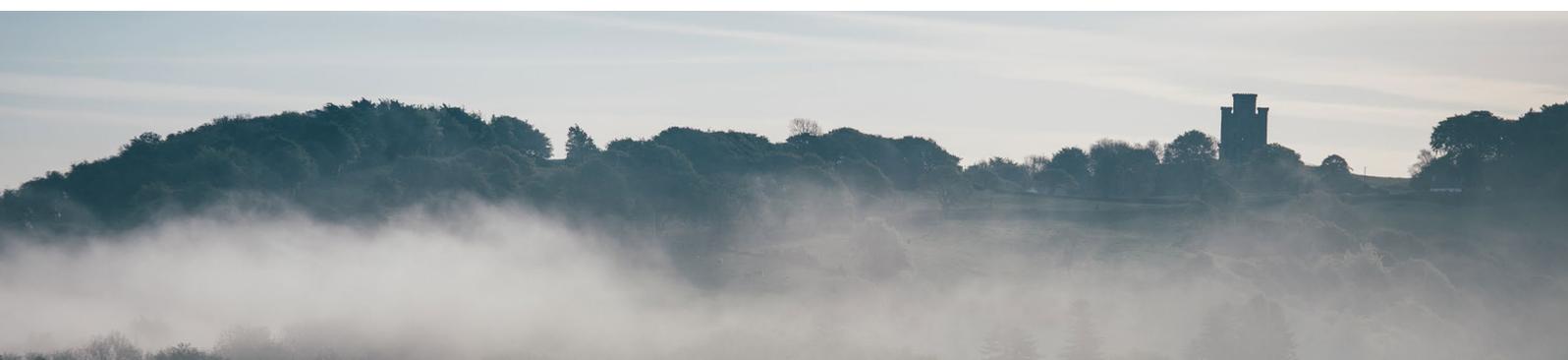


## THE ROLE

### Skills, knowledge and experience required

#### Essential:

- Leadership experience in marketing, communications and public programmes, including writing and delivering fully integrated marketing, communications and engagement strategies 'on brand' in complex organisations.
- Development of operational plans and articulation of clear outcomes.
- Expert knowledge and practical experience of brand, marketing, creative and communications, public programmes – ideally from a blend of media, private, public sector industries.
- Proven success in harnessing the power of digital communication and social media along with experience of working across a range of communications channels and engaging with expertise through all mediums.
- An experienced leader who can also provide effective people management and is able to demonstrate excellence in building, leading, managing and motivating large teams with a mix of mission-led and profit-led drivers.
- Ability to ensure delivery of outcomes and be an agent of change; innovative, imaginative, creative and future facing with the desire to test and champion new working practice.
- An ability to horizon-scan and identify threats to the reputation and credibility of the NBGW, developing research and internal systems to respond pro-actively.
- The ability to develop and maintain effective and valuable relationships that enable collaboration across diverse teams with key internal and external stakeholders. The role will need to work collaboratively and build connections across the Garden to navigate multiple, conflicting drivers and a complex operating environment.
- Outstanding communication skills, highly articulate and literate. Able to articulate complex scientific/ academic research and data clearly and experience of presenting papers and reports at executive level.
- Strong commercial acumen – both to identify future commercial opportunities and in approach to financial management. A clear understanding of ROI for specific projects and monitoring expenditure for a diverse range of projects, ensuring maximum value for money.
- Experience delivering and overseeing multiple complex projects; data led with a clear understanding of how best to evaluate and demonstrate return on investment for marketing and communications efforts.
- Respect and acknowledgement of Welsh heritage and culture, including its language, plus a willingness if needed to acquire basic Welsh conversational skills.



# HEAD OF MARKETING, COMMUNICATIONS AND ENGAGEMENT

## NEXT STEPS

The closing date for applications is 22 February 2023.

The garden reserves the right to bring forward the closing date should sufficient applications be received.

NBGW welcomes applications submitted in Welsh, and an application submitted in Welsh will not be treated less favourably than an application submitted in English.

Shortlisted candidates will be invited for interviews with the National Botanic Garden of Wales.

The first stage interviews will take place on 07 March 2023.

The second stage interviews will take place on 14 March 2023.

The NBGW welcomes applications from everyone – diversity, inclusion and the feeling of belonging matters to us. By attracting people to work for us from a broad range of diverse backgrounds we can continue to look at the world with fresh eyes and find new ways of doing things. We offer a stimulating and professional environment in which to work. This is a remarkable place and we look for staff who can work according to our values – we champion diversity, encourage creativity, we are connected, and we value evidence.

**Please contact** Dr Lucy A. Sutherland  
(Director, National Botanic Garden of Wales)  
for a confidential discussion.

Applicants are required to submit their CV and covering letter to the HR Department:  
Anne-Maria.Nicholas@gardenofwales.org.uk  
Tel: +44 (0)1558 667149





Photos: Aled Llywelyn Photography