



The Opportunity

This is a rare opportunity to help shape the profile, voice and growth of one of Scotland's best-loved, national gardening charities as we look ahead to our centenary in 2031.

As Marketing & Communications Manager, you will play a central role in growing awareness of Scotland's Gardens Scheme, attracting new audiences and visitors, strengthening our brand and helping to generate income for the charity. You will bring together strategic marketing, digital communications, PR, content creation and audience engagement to tell compelling stories about Scotland's gardens and the difference they make. You will have the opportunity to develop and deliver campaigns that inspire people to visit a garden, open their own garden, volunteer, support the charity or become a partner or sponsor. You will use insight, creativity and data to understand our audiences, reach new ones and continually improve how we engage with them. The focus of this role changes as we move through our season, with different activities coming to the fore at different times of year.

From our website and much-loved annual guidebook to social media, e-news, PR and new digital opportunities, you will ensure that Scotland's Gardens Scheme is visible, relevant and engaging across the channels that matter to our audiences. This is a hands-on role within a small, collaborative staff team, working with a nationwide network of passionate volunteers, garden owners, charity beneficiaries and partners. It offers considerable scope to spread your creative wings, make your mark and to develop the charity's marketing and communications as we move towards our centenary.

About Scotland's Gardens Scheme

Scotland's Gardens Scheme was established in 1931 to open private gardens to the public, raising funds for charity through garden gate tickets, plant sales and teas. Today, our purpose remains the same and our small staff team supports a wonderful community of volunteers and garden owners around Scotland. Together, we deliver a programme of garden openings across Scotland, raising vital funds for hundreds of charities including our core beneficiaries, Maggie's, Perennial and the Queen's Nursing Institute Scotland. With our centenary in 2031 on the horizon, we are entering an exciting period of growth and development. We want to build on our strong heritage while reaching new audiences, developing new ways to engage people with gardens and gardening, and increasing the impact and income generated through our activities.



Role Overview

The Marketing & Communications Manager will focus on the charity's **audience growth, visitor engagement, brand development and income generation**. You will develop and deliver integrated campaigns across digital, print, PR and promotional channels, ensuring that Scotland's Gardens Scheme has a distinctive and consistent brand and voice. You will be responsible for understanding our audiences, identifying opportunities to reach new people and using data and insight to increase engagement, garden visits and income, and encourage new participation. You will develop compelling content and campaigns that showcase our gardens, volunteers and charitable impact, working closely with colleagues and stakeholders.

The role combines strategic and creative thinking with hands-on delivery. You will be equally comfortable developing a campaign strategy, analysing digital insights, writing an engaging social media post, creating a visual, working with the media, managing our annual guidebook and supporting a garden opener or volunteer with their promotional activity.

Key Areas of Responsibility

- Lead an ambitious marketing and communications programme that grows audiences, garden visits, participation and income.
- Create inspiring campaigns that bring Scotland's Gardens Scheme to new audiences and encourage more people to visit a garden, open their own or volunteer.
- Grow and evolve a distinctive SGS brand and digital presence, ensuring we are visible, relevant and engaging.
- Use audience insight, data and market trends to spot opportunities and test new ideas.
- Find & deliver creative new ways to promote our gardens, guidebook, events, sponsorship and other income-generating opportunities.
- Build partnerships that extend our reach, strengthen our profile, generate income and create new opportunities.
- Bring our garden openings and charitable impact to life through compelling content creation and storytelling.
- Lead engaging digital campaigns across social media, SGS website, e-news and other relevant channels, using creativity and data and audience insights to grow reach and engagement.
- Develop digital marketing, e-commerce and ticketing opportunities that make it easier for people to discover, visit and support SGS.
- Raise the profile of Scotland's Gardens Scheme through an imaginative and proactive PR and media strategy.
- Build strong relationships with journalists, editors and relevant media, identifying opportunities to showcase our gardens, people and charitable impact.
- Lead the production of our much-loved annual guidebook, national leaflet and other print and promotional materials.
- Develop collaborative campaigns with beneficiaries, charities, sponsors and other partners that increase reach, engagement and income.
- Develop practical tools, templates, campaign ideas and content for local promotion and support volunteer social media.
- Use targeted marketing to help recruit new garden owners and volunteers.
- Support the annual collection and promotion of garden opening information across the guidebook and digital programme.
- Use SEO, analytics, audience research and visitor feedback to continually improve audience experience.

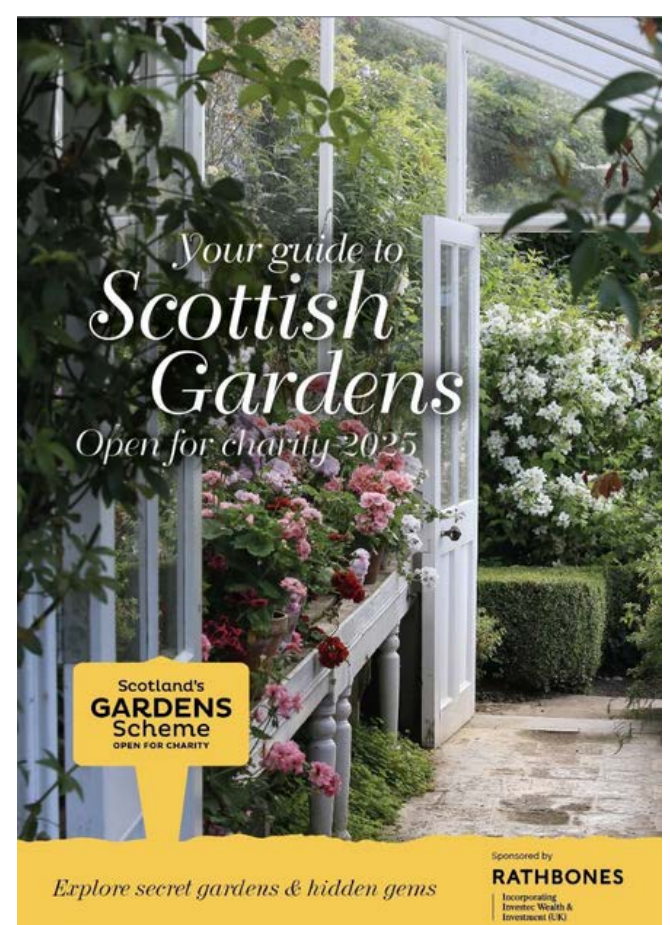
Skills & Experience

ESSENTIAL

- Professional experience in marketing and communications
- A track record of developing successful campaigns that grow audiences, engagement or income.
- Excellent writing and communication skills, with the ability to adapt content for different audiences and channels.
- Strong digital marketing skills and confidence across a range of platforms, including websites, social media and email marketing.
- Experience of interpreting analytics, audience insight and data to understand performance and improve results.
- Excellent organisation and project management skills, with the ability to juggle competing priorities and deadlines.
- Strong relationship-building skills and the ability to work confidently with colleagues, volunteers and external partners.
- A creative and strategic approach, with excellent attention to detail and the ability to turn ideas into action.

DESIRABLE

- Experience with Creative Cloud, particularly InDesign.
- Experience of sponsorship, advertising or other income generation.
- Experience of PR and media relations.
- Experience with e-commerce, e-ticketing and digital advertising.
- Knowledge of SEO, audience research and data analysis.
- An understanding of branding, design and photography.
- Experience of working with charities and/or volunteers.
- Knowledge of gardens, gardening, horticulture, tourism or Scotland's visitor economy.
- Driving licence with access to a car.



Qualities & Values

- Strategic and curious – sees the bigger picture and knows how to turn ideas into action.
- Creative – brings fresh thinking, compelling ideas and engaging content.
- Audience-focused – understands what motivates people and is excited by the challenge of reaching new audiences.
- Commercially minded – spots opportunities to grow income, value and impact.
- Proactive and confident – sees opportunities and makes things happen.
- Collaborative – enjoys working with a small team and a large, passionate volunteer network.
- Highly organised – can keep multiple projects moving through busy seasonal periods.
- A brilliant communicator – an excellent writer and natural relationship builder.
- Passionate about SGS – believes in the purpose of the Scheme and can inspire others to believe in it too.
- A lover of gardens and gardening – understands their power to bring people together and support good causes.

Role details & how to apply

Location: Central Edinburgh/hybrid, with occasional weekend working
Salary: £30,000 FTE, subject to experience, plus pension
Holidays: 25 days plus statutory holidays FTE
Hours: 0.8 FTE
Duration: Permanent

Flexible working will be considered - please get in touch if you'd like to discuss.

Please apply by email, sending your CV and a covering letter stating your suitability for the role to liz@scotlandsgardens.org

Closing Date: Sunday 11 October 2026

Please submit your CV and covering letter as soon as possible. **We may appoint before the closing date if we find the right candidate, so encourage you to apply early.**

Scotland's Gardens Scheme
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SC049866