



Gunnersbury Museum and Park Development Trust & CIC Shared Purpose

Our Vision

To make Gunnersbury an outstanding, sustainable green space, celebrating its unique heritage and providing a wide range of educational and cultural activities, events and facilities accessible to all members of the community.

Our Mission

To conserve, manage and develop Gunnersbury Estate as a sustainable, recreational, cultural, and educational resource for the benefit of, and in partnership with, all our local communities.

Our Values

We are Inclusive

We value difference and strive to be accessible and remove barriers to inclusion.

We are Collaborative

We pull together to achieve shared goals and ambitions.

We are Passionate

We are proud to care for Gunnersbury and want to inspire this same pride in others.

We have Integrity

We are open, honest and transparent and always conscious of our responsibilities to present the varied heritages and cultures of our communities.

We are Resilient

We plan for the future and adapt to meet new challenges.

We are Imaginative

We find creative, thought-provoking ways to reach out and connect with all stakeholders.



How the Trust will achieve our aims:

Guardianship

We undertake initiatives that preserve and protect the museum collections, historic buildings, gardens and natural habitats of Gunnersbury Estate to ensure its full value is accessible to all, and maintained into the future.

Sharing our Heritage

Gunnersbury is a place for learning and discovery. We work closely with our communities to share and showcase the rich history and heritage of our local area and the people who make it special. Together, we tell the stories of the many cultures and histories that shape our community, creating a space where visitors can connect with and explore their shared past.

Sustainability

We work collaboratively with specialists and partners to promote biodiversity and conserve nature, develop climate change resilience and reduce carbon consumption across the historic structures, landscape and natural environment of the park.

Working in Partnership

We provide opportunities for volunteering and upskilling, collaborate with local communities and forge authentic, long-standing relationships through which we can preserve and promote Gunnersbury Park and Museum as a place for all.

Diversity, Inclusion, Equity and Belonging

Everyone should feel welcome at Gunnersbury. We will remove barriers to inclusion, prioritise accessibility and ensure this is a safe space where people feel inspired by West London's rich multi-cultural aspects evidenced both in the long, rich history of this Estate, and in all that the park and buildings have to offer today.

How the CIC will achieve our aims:

Social Entrepreneurship

Creatively using business and commercial skills to underpin the financial sustainability of Gunnersbury to ensure its long-term future. We are not afraid to experiment, and to learn from our mistakes.

Sustainability

We leverage heritage buildings and landscape responsibly to raise the capital necessary for the estate to respond to the changing needs of our society and climate, to regenerate its listed buildings and build biodiversity.

Diversity, Inclusion, Equity and Belonging

Everyone should feel welcome at Gunnersbury. We will remove barriers to inclusion, prioritise accessibility and coordinate and manage the delivery of events and activities to maximise the benefits of Gunnersbury as a cultural, recreational and sporting facility for all.



About us

Our founding objective as a charity is to support the preservation, conservation and interpretation of the Museum collections, historic buildings and landscape of the Gunnersbury estate for the public benefit, to advance education through the development of the museum services and to support the provision of sporting and leisure facilities for the enjoyment and benefit of all.

Gunnersbury Museum and Park Development Trust, a registered charity, manages 72 hectares of grade II* listed parkland and 21 listed buildings and structures, in west London.

Our heritage assets are an impressive mix of 18th and 19th century buildings including a regency manor house, which is home to a one of London's largest local history museums which has Arts Council England NPO status. We're proud of our museum education and community programmes and our special exhibition reflecting the diverse histories of West London.

Our parkland has been awarded Green Flag and London In Bloom Gold and we have ambitions to become the most sustainable managed park in London, exploring ways to mitigate the impact of climate change, enhance our biodiversity and develop onsite energy generation.

We have established Gunnersbury as one of West London's premier outdoor venues for large scale music concerts welcoming international artists across all genres from pop, dance and R&B to hard rock and Indie.

Our heritage venues host weddings and celebrations as well as corporate hires, also we are regularly used as a filming location, featuring on numerous TV shows and movies.

Above all, we're committed to our role as stewards of the facilities at Gunnersbury which we manage for the benefit of the whole community.

Diversity and Inclusion

We serve some of the most diverse areas of West London and are committed to reflecting local communities in our programming, our museum collection and our workforce.

Our Trustees and staff are determined to grow a diverse and inclusive workforce which reflects those communities we place at the heart of our work.

Digital Content Lead

Job Title:	Digital Content Lead
Reports to:	Head of Museum Services
Responsible for:	Contractors as required
Hours:	37.5 Hours per week, Monday to Friday with occasional weekend and out of hours working
Annual Salary:	£ 34,000
Location:	Gunnersbury Park Museum with some external visits in local area (and some flexibility for home working as agreed with line manager)

Overview of Role

As Digital Content Lead you'll drive Gunnersbury Park and Museum's digital vision, producing innovative content to inspire, grow and engage diverse audiences through digital platforms. You will spearhead our digital engagement through the creation of insightful and entertaining digital content, owning the organisation's social media strategy with associated delivery. Be it promoting our visitor programme, creating content to grow our successful wedding and events business, engaging local residents with our summer concert programme, sharing a good-news community group visit or doing a call out for volunteers, you'll bring your skills and creativity to create high quality social media content and online campaigns. You'll continue to advance Gunnersbury's reputation online and help the team increase online engagement and turning online browsers into physical visits and sales by supporting the realisation of our commercial strategy. There is real variety to this role and an opportunity to work across all areas of the estate.

Our Digital Content Lead will have responsibility for developing the organisation's social media strategy, producing digital content including managing our website and online, social media and e-communications. They will lead on the creation of audio and visual content to share stories from Gunnersbury Park and Museum to build and manage our online communities and lead the delivery high-quality digital commercial campaigns. This is a great opportunity to make your mark at a young museum at an exciting time in its development.

Crucially, the role works with teams across Gunnersbury Park and Museum to creatively showcase our unique experience and collection, our award-winning education programme and our exciting programme of exhibitions and events, including our high-profile summer concert programme. Working closely with the teams across the organisation to deliver the best experience for visitors, the role ensures that data-driven online activities are integrated, tracked and analysed to increase visitation and engagement.

Key Responsibilities

- Spearheading digital strategies for exhibitions and programmes across the museum and park
- Manage and curate Gunnersbury's social media and digital communications, creating enticing

targeted digital media content and campaigns

- Write compelling copy for a wide variety of channels including newsletters, blogs, social media
- Create and edit digital media and graphics
- Design, edit and distribute monthly e-newsletters and e-shots
- Manage and maintain the visitgunnersbury.org website
- Lead on digital communication performance reporting and evaluation to track user feedback, site traffic and other data to evaluate engagement rates and effectiveness.
- Lead on delivery of digital evaluation
- Work closely with Marketing and Communications Lead to ensure alignment between digital and organisational tone of voice, branding and general marketing and communication strategies
- Assist in the development of Gunnersbury's tone of voice, narrative and approach, ensuring that cause messaging runs throughout all communications and marketing activities
- Manage the planning, alignment and delivery of digital communications and marketing, developing an internal calendar for all stakeholders
- Work collaboratively with team members across the Trust to identify key stories and potential campaigns
- Devise and roll out a 'out of hours' social communications procedure
- Work closely with the Head of Museum Services to execute the Museum and Park's digital engagement strategy, including a calendar of content
- Support the wider Museum Services team in the development of digital content for exhibitions for exhibitions, displays, and programming and take on project management when delegated
- Produce and commission content that supports campaigns to showcase the organisation's exhibitions, programmes, collections and estate.
- Support keeping digital marketing databases up to date and handle data in accordance with GDPR and organizational policies
- Collaborate with the Commercial Team to produce digital content, develop and deliver digital activities to spotlight events, projects and products through tailored campaigns
- Manage influencer partnerships and VIP previews to enhance visibility and audience engagement
- Manage volunteers, our community partners, and interns in the creation of social media content, research, and related activities
- Ensure Gunnersbury embraces best practice in digital accessibility
- Work closely with the Senior Management team on the development of new communications strategies

General Responsibilities

- Monitor project progress against targets, providing reports to Head of Museum Services and Trustee Board as required
- Communicate and collaborate effectively with colleagues across the museum and wider organisation
- Adhere to retention schedule guidelines for website data and marketing data
- Undertake other duties which may be reasonably requested by the Head of Museum Services, and which are compatible with the overall scope and authority of the role

Key relationships

- Head of Museum Services
- Head of Commercial
- Senior Management Team
- Visitor Engagement Manager
- Team leads across all departments
- Volunteer Manager
- Community Cultural Champions and Young Curators Forum

Person specification

Essential

- Passionate about creative uses of digital platforms and technologies to enhance engagement with audiences
- Experience of managing social media channels on behalf of an organisation
- Demonstrable knowledge and experience of digital content creation and including implementing successful social media campaigns
- Experience of creating and editing high quality digital and video content
- Ability to create and edit digital media and graphics
- A proven track record of digital audience development
- Experience delivering social media activity in support of wider marketing activity
- Excellent written and verbal communication skills with experience of writing for a variety of different audiences
- Excellent interpersonal and team working skills
- Ability to identify opportunities and proactively improve practices
- Demonstrate excellent organisation skills and the ability to plan ahead
- Proven track record of delivering results against targets and communicating those results in reporting
- Experience in measuring and evaluating digital engagement and marketing activities and reporting on this
- Experience of using of databases
- Attention to detail, organised and able to meet deadlines and work on multiple projects simultaneously

Desirable

- Experience of managing social media channels on behalf of a museum, heritage site or similar
- Experience of designing and creating print and digital content using tools such as Canva, InDesign, or similar
- Track record of growing audiences across Instagram, Facebook and Tiktok

- Experience of audience development within a museum or similar organisation
- Knowledge of museum visitor journey
- Experience In managing volunteers and Interns
- Experience of managing the delivery of work through third party suppliers
- Experience of office administration
- Experience of web site management
- Experience of producing content or driving social media strategies for commercial events, such as wedding and corporate hire.

How to apply

If this sounds like the role for you, we'd love to hear from you. Please apply with a CV and a portfolio with examples of work showcasing your suitability and past experience. This can be presented in a format of your choosing, for example a written statement, a short film or a presentation. We're keen for you to show off your creativity but remember it must clearly demonstrate your suitability for the role. This should be sent to recruitment@visitgunnersbury.org (mark your email as: 'Digital Content Lead Application')

Applications close on Midnight 5th October 2025. Applications received after this deadline will not be considered.

It is anticipated that interviews will take place 16th – 17th October on site at Gunnersbury Museum.