

# Role Profile for a Director for the London Parks & Gardens Trust

Salary: £40k pro-rata @ 0.5FTE (18hrs/wk)

You will be responsible for: leading a step-change in the aspirations of the Trust, following the development of our strategic plan. It represents the Trust's renewed ambition to increase its profile and effectiveness to become the voice of the voluntary sector on historic parks and gardens in London

## What You Will Deliver

### It's about Advocacy and Influence

You will provide the professional external face of the Trust to better exert influence, promote advocacy and provide support for London parks and gardens. LPGT will be sought as a partner on significant London-wide discussions on gardens, park and green spaces.

### It's about Profile and Publicity

You will raise the Trust's profile and increase media penetration by delivering a step-change in LPGT's activity and advocacy. LPGT will be sought out for comment and opinion in specialist and mainstream media.

### It's about Leadership

You will lead the Trust's development and deliver the step-change set out in our Transition Project report, with overall responsibility for managing the change, growth and performance of the Trust, as agreed with the Board of Trustees.

### It's about Conservation and Planning knowledge

You will develop resources to enable the Trust, as part of The Garden's Trust's role as statutory consultee, to promote the conservation of London parks, gardens and green spaces. You will build the conservation capacity of LPGT through volunteering, in partnership with Historic England, The Gardens Trust and the Historic Landscape Project.

### It's about Developing Volunteering

You will increase participation of skilled professionals and increase the pool of trained volunteers to assist with the delivery of the strategic plan to meet the aims of the Trust. This could include our social media profile, marketing, increasing our events programme or our documentation and protection of London's parks, gardens and green spaces.

### It's about Fundraising and Financial Management

You will operate within the annual budget, and identify / secure funding to ensure independence and sustainability, and to support the delivery of the strategic plan and step-change in LPGT's activity.

## Mission and Purpose of London Parks and Garden Trust

### Purpose

London Parks & Gardens Trust aims to increase knowledge and appreciation of parks, squares, community gardens, cemeteries, and churchyards. We play a key conservation role in the planning system as part of a statutory consultee, providing advice to Local Authorities on planning applications which may affect the Capital's parks, gardens and green spaces.

We provide and enjoy lectures, walks, and events such as Open Gardens Squares Weekend, produce a newsletter and journal, research papers, and an on-line inventory of historic green spaces.

This new post of Director of London Parks & Gardens Trust (LPGT) represents a step-change in the aspirations of the Trust following a review undertaken as part of a Transition Project funded by the Heritage Lottery Fund. It represents the Trust's renewed ambition to raise its profile and increase its effectiveness to become the voice of London's parks, gardens and green spaces.

### Mission

The London Parks & Gardens Trust works to:

- ▶ Increase the enjoyment and understanding of London's green spaces for all
- ▶ Be the voice of the sector in relation to issues affecting historic parks and gardens in London
- ▶ Offer advice and guidance on the appropriate conservation management and maintenance of historic green spaces across the Capital.

## Scale and Scope of Role

### Financial Management

Working to an agreed strategic plan, you will prepare an annual operational plan and budget for Trustee approval, and organise its implementation. You will manage a non-pay of budget of circa £55k. Working closely with the Treasurer, you will be responsible for the Trust's turnover of £150k, and continue to identify and secure new sponsorship and project funding to support delivery of the strategic plan.

### Line Management

- ▶ Line Manager to 3 p/t staff and consultants
- ▶ Leadership to circa 250 volunteers

### Area of Impact

- ▶ Accountable for a small organisation with 4 paid staff, 250 volunteers, and 400 members
- ▶ Day to day responsibility for management of London Parks & Gardens Trust
- ▶ Responsible for implementation of the strategic plan, with Trustees and Working Groups, in particular for the improved communication, conservation and fundraising activities of the Trust
- ▶ Work towards the development of Trust resources (eg increasing trained volunteers) to respond consistently to planning applications and conservation issues, prioritising as resources allow
- ▶ Lead on development and delivery of new activities in line with the strategic plan and organisational objectives, and advocate for London parks and gardens which are increasingly under financial pressure.

### Nature of Impact

- ▶ Director with significant responsibility for decision making and re-positioning of the organisation
- ▶ Responsible for development and implementation of the long-term strategic plan in conjunction with the Board and Working Groups
- ▶ Accountable to the London Parks & Gardens Trust Board of Trustees
- ▶ Internal and external relationship-building and profile-raising.

## Knowledge, Skills and Experience Required

### Education, training and qualifications

First degree OR diploma in an appropriate subject, AND/OR significant demonstrable and relevant experience

### Personal attributes

- ▶ Excellent oral and written communication skills, including the ability to engage audiences through presentations
- ▶ Ability to be an effective campaigner and advocate for the sector
- ▶ Dynamic, self-motivated, and organised
- ▶ Assertive and diplomatic

### Skills and knowledge

- ▶ Business planning: multi-year budget projections and setting measurable business objectives
- ▶ Coaching and leadership skills
- ▶ Volunteer management
- ▶ Ability to approach problems and possible solutions in a practical and creative way
- ▶ Broad knowledge of designed landscapes, planning and conservation issues

### Experience

- ▶ Significant leadership experience in the heritage, conservation, planning, cultural or green space sectors
- ▶ Proven track record in developing potential in teams and individuals
- ▶ Budget management
- ▶ Proven track record of successful fundraising/ income generation.