



JOB DESCRIPTION

Position:	Communications Executive
Reports to:	Digital Communications Manager
Salary:	£30,000 per annum
Location:	Highgrove Gardens, with occasional travel to other King's Foundation sites around the UK.

The King's Foundation

The King's Foundation is a charity founded by King Charles III and was first formed in 1990. Inspired by the vision and values of His Majesty, the Foundation focuses on creating better communities where people, places and the planet can coexist in harmony.

The charity offers education courses for over 15,000 students annually, health and wellbeing programmes for nearly 2,000 people every year, and spearheads placemaking and regeneration projects in the UK and overseas to revitalise communities and historic buildings.

The King's Foundation is headquartered at its flagship regeneration project, Dumfries House in Ayrshire, Scotland, and acts as custodian of other historic Royal sites including the Castle of Mey in Caithness, Scotland, and Highgrove Gardens in Gloucestershire, which are open to visitors. The Foundation also carries out its work at educational and cultural hubs in London, based at The King's Foundation School for Traditional Arts in Shoreditch, Trinity Buoy Wharf on the River Thames and the Garrison Chapel in Chelsea.

The work of The King's Foundation is underpinned by our Founder His Majesty The King's philosophy of harmony: that by understanding the balance, the order and the relationships between ourselves and the natural world we can create a more sustainable future. We have a diverse and inclusive workplace, creating a welcoming, safe space for everyone. This means that every member of our team can bring their whole self to work. We encourage qualified applicants from a wide range of backgrounds to apply to and join The King's Foundation and bring their valuable skills and experiences.

The Foundation is committed to the equal treatment of all current and prospective employees, including the provision of workplace adjustments. We do not tolerate discrimination based on protected characteristics (age, disability, sex, sexual orientation, pregnancy and maternity, race or ethnicity, religion or belief, gender identity, or marriage and civil partnership) or other difference such as socio-economic background or social origin.

The Role:

The King's Foundation is looking for a Communications Executive to join its Communications function. This is a new role that will be based at Highgrove Gardens in Gloucestershire.

Highgrove is The King and Queen's private residence where the gardens are open to the public between April and October every year. All year round, the residence hosts commercial workshops,



events and education programmes at specialist workshops on site. The King's Foundation is the custodian of Highgrove Gardens, and all profits are invested back into the work of the charity.

The post holder will develop content for Highgrove Gardens' (and The King's Foundation where appropriate) social media channels, ensuring Highgrove events, products and tours are promoted effectively on organic channels.

In addition, the post holder will work closely with the Communications Team to deliver The King's Foundation's communications strategy, supporting the team on a range of projects and campaigns.

Key Tasks

Specific Duties will include:

- Develop, schedule, and publish engaging social media content across Highgrove Gardens social media platforms (including Instagram, Facebook and LinkedIn).
- Design graphics, videos and other content that are optimised for different social media platforms.
- Write clear, engaging, and social-friendly copy for posts, captions, and campaigns.
- Attend Highgrove events and workshops to capture real-time social media content, including photography, videos, and live updates.
- Profile The King's Foundation education programmes that take place on-site at Highgrove Gardens through regularly capturing content on-site with students.
- Collaborate with the Highgrove Gardening Team to reflect key features and stories of the gardens on communications channels throughout the year.
- Work with The King's Foundation Communications Team to ensure the Highgrove Gardens channels are aligned with King's Foundation campaigns and moments.
- Monitor social media influencer landscape and build relationships with content creators that can support and promote Highgrove Gardens.
- From time to time, support press activities that profile Highgrove Gardens, including hosting media on site at Highgrove when required.
- Ad hoc photography when required for specific events and projects.
- Champion effective use of branding across social media and in other materials, ensuring alignment with brand guidelines.

Person Specification

The essential skills, knowledge and experience required are:

- Experience in social media management and content creation across platforms (e.g., Instagram, LinkedIn, Facebook).
- Strong copywriting skills, with the ability to write engaging, concise, and social-first content.
- Proficiency in graphic design tools such as Canva, Adobe Photoshop, or Illustrator.
- Experience in creating and editing short-form video content (e.g., using CapCut, Adobe Premiere Pro, Adobe Express, or similar tools).
- Ability to capture content at events for real-time social media updates.



- Understanding of social media trends, analytics, and best practices.
- Excellent attention to detail.
- Strong communication and interpersonal skills to engage with internal teams, media and external stakeholders.
- Proactive, confident and keen to learn on the job to make the most of this exciting new role within a dynamic and busy team.

The desirable skills, knowledge and experience required are:

- At least 2 years of experience working in social media, PR, marketing or communications.
- Experience using social media scheduling and analytics tools (e.g., Hootsuite, Meta Business Suite).
- Interest in developing photography skills.
- Experience working with media outlets or supporting PR campaigns.
- Knowledge of accessibility and inclusivity best practices in digital content creation.
- A relevant degree or qualification in communications, marketing, graphic design, journalism, or a related field.

We are happy to consider applications that do not meet all essential skills, and we actively encourage training and development opportunities in the role to support the role holder to develop in areas they may not have as much experience in.

We'll be looking for candidates who demonstrate the below attributes:

- Creative and proactive, with a passion for storytelling.
- Adaptable and able to respond quickly to trends and cover live events.
- Highly organised, with strong time-management skills.
- Team player with a collaborative approach.
- Willingness to learn and upskill in the various areas of communications.

Other:

- The post will be based at Highgrove Gardens, Doughton, Tetbury, GL8 8TN with some remote and flexible working arrangements to be discussed with the chosen candidate.
- Some evening and weekend work will be required for the role holder to attend out-of-hours events. Time off in lieu will be arranged when the post holder has worked outside of standard working hours.
- Some occasional travel to other King's Foundation sites will be required as part of this role. Expenses will be paid where travel is required to other sites.
- Your working hours will be 37.5 hours per week.
- You must have the legal right to work in the UK.

Applications: Please submit a cover letter and CV (please note one A4 page maximum each for CV and letter) to Gordon Watson, email address: - hr.recruitment@kings-foundation.org and request an application form.

Closing date for applications: Friday 24th of April 2026