



Job Title: Cultural Programmer

Freelance Contract: up to £26,000 flat rate, based on 3 days per week over 12 months fixed term.

Responsible to: Executive Director

Closing Date: 6/7/2026 mid-day, with shortlisted interviews 16 July at Strawberry Hill

Application: Please send your CV and a personal statement explaining how your skills and experience match, and why you would like this role, by email to

jobs@strawberryhillhouse.org.uk with the email header "Cultural Programmer role"

Strawberry Hill House and Garden is internationally important as one of the first and most influential Gothic Revival landmarks. Created between 1747 and 1792 by Horace Walpole - historian, man of letters, socialite, collector and son of Britain's first Prime Minister Sir Robert Walpole - the Grade 1 listed House, set within a Grade II* listed garden, represents a defining moment of cultural innovation: architecture, literature, collecting and landscape combined into one extraordinary vision. Fifteen years after opening to the public following a landmark restoration project, Strawberry Hill House and Garden now attracts over 25,000 visitors a year. As an Accredited museum, it leads the internationally significant work of tracing, reuniting and interpreting Walpole's dispersed collection, both onsite and online.

The Strawberry Hill Trust has just been successful in securing a Heritage Fund resilience grant to address its buildings conservation priorities, expand its learning and cultural

programmes, improve the visitor journey, deliver digital transformation and to create opportunities for young people to acquire heritage management skills, which are much needed in this sector. All of this will help the Trust achieve its vision for a fully reimagined visitor experience and economic sustainability in the longer term.

Position Overview

We are seeking a Cultural Programmer to join us on a fixed-term, 12-month, freelance contract. The Cultural Programmer leads the development, delivery, and evaluation of Strawberry Hill House & Garden's public-facing cultural offer. This role works collaboratively with the Executive Director, together with the curatorial and operations teams, to shape the creative vision and develop cultural experiences, learning initiatives and public programmes that reflect Strawberry Hill's rich heritage, collections and stories, engaging diverse audiences, and supporting organisational growth.

The success of the Strawberry Hill Flower Festival has demonstrated a strong public appetite for high-quality, distinctive cultural experiences rooted in the site's heritage and storytelling potential.

To build on this momentum, Strawberry Hill House & Garden seeks an experienced cultural programmer, to assist in the development of a refreshed, ambitious public cultural programme—one that strengthens the organisation's identity and broadens audiences working closely with the Business Planning Consultant to increase financial resilience through new ventures and commercial partnerships.

The post holder will need to be a proactive and hands-on with a track record of working closely with organisations and cultural partners to develop and deliver innovative and inspirational public programmes.

The post holder will shape and pilot multi-year cultural programme strategy that:

- Enhances Strawberry Hill's position as a leading heritage and cultural destination
- Expand the Strawberry Hill public experience offer, building and diversifying audiences
- Develop commercial and partnership opportunities in conjunction with the Business Planning consultant
- Aligns programming with organisational priorities, audience development goals, and income targets
- Ensures the programme reflects the site's character, history, and creative potential

Duties and Responsibilities

- Review existing public programme activity, performance, and audience data
- Support the delivery of the 2026 Strawberry Hill Flower Festival and co-ordinate its future development and expansion, building on its existing success and working closely with staff and external partners.

- Lead on the expansion of the programme and footprint of the SH Flower Festival across the House and Garden to satisfy audience demand
- Lead the continued development and planning of a new Gothic Imagination Festival, working with the festival steering group, cultural partners and sponsors to realise the 2027 pilot, inspired by:
 - The architectural, design and literary legacy of Strawberry Hill House & Garden
 - The success and learnings from the Strawberry Hill Flower Festival, including optimal length, governance, programming, business and facilitation models
 - Market appetite for immersive and participatory cultural experiences
- Ensure all activities align with the organisation’s mission, brand, and strategic priorities alongside the work of other consultants working on the resilience project
- Comply with relevant Codes of Practice, including the Code of Conduct and policies concerning data protection and health and safety.
- Work closely with curatorial and property operations teams to enhance storytelling across the house, gardens, and digital platforms.
- Work with the curatorial team and Digital Consultant to contribute to digital content development strategies, including online events and interpretive content.

Person Specification requirement

Essential

- Proven experience developing cultural programmes for heritage, museums, arts, or visitor-attraction settings
- Strong understanding of audience development and cultural market trends
- Experience designing festivals or large-scale public events
- Excellent stakeholder engagement and facilitation skills
- Sensitivity to historic environments and conservation requirements
- Excellent project management and organisational skills.
- Ability to build partnerships and work collaboratively across teams.
- Confident communicator with strong writing and presentation skills.
- Creative thinker with a passion for heritage, arts, and public engagement.

Desirable

- Knowledge of Early Modern history, Gothic Revival architecture and design or literary heritage.
- Experience working in a historic house, museum or cultural venue setting.
- Familiarity with evaluation frameworks and audience research.
- Knowledge of digital platforms for developing heritage engagement opportunities and communications

Equality, Diversity & Inclusion

- Strawberry Hill House & Garden is committed to equality, diversity, and inclusion and welcomes applications from all sections of the community.

Acknowledgement

Using money raised by National Lottery players, The National Lottery Heritage Fund supports projects that connect people and communities with the UK's heritage. Sharing our Future is made possible with The National Lottery Heritage Fund. Thanks to National Lottery players, we have been able to create the freelance post of Project Programmer for this project.