

JOB DESCRIPTION: Marketing and Communications Manager

Main Purpose of job: As Marketing and Communications Manager you will lead on and manage the implementation of the marketing strategy for Meanwhile Space. You will work with the Senior Leadership Team to develop marketing plans to support the business objectives; you will work with the Project teams to develop marketing plans for operational and special projects.

Responsible to: Operations Director

Responsible for: N/A

Skills/attributes: Ideally previous experience working for a social enterprise, within urban regeneration or within a workspace management environment. You will be a marketing generalist with exposure to PR and comms; you will have 3+ years experience working within a marketing role, preferably with a CIM qualification or similar.

Experience developing annual marketing plans, responsible for strategy development. You will have had hands on experience managing and creating content for websites and social media; experience with Wix or similar website building platforms would be beneficial. You will have a thorough understanding of the tools and techniques required to maximise the impact of social media activity.

You will be competent in creating marketing collateral using desktop publishing software.

You should be well-organised and able to prioritise multiple issues and be a self-motivated problem solver. You should be a strategist, able to develop plans to meet objectives. Excellent IT skills. You will be an excellent communicator at all levels.

Terms: The role is on an initial fixed term basis of 12 months, with the view of moving to permanent position. Full time £27k per annum. As this is a new role, it is expected to evolve over time.

We will consider flexible working and job share options. Please get in contact for more details.

Main Tasks of the Job

1. Develop annual marketing plan for Meanwhile Space to support fulfilment of business objectives.
2. Work with projects teams to develop project marketing plans.
3. Manage the Meanwhile Space brand; ensure brand assets are updated as required, and that a consistent brand strategy is operated, and reflected through Meanwhile Space by the staff, across communications and in each of our spaces.
4. Work with New Projects team on brand development for projects. Support the Operational Projects team with brand management requirements.
5. Oversee management of Meanwhile Space website, ensure content is kept up to date and that the company website generates traffic from target audiences. Work with the operational projects team to ensure that projects websites generate traffic and are kept updated as required.
6. Develop social media content strategy and manage implementation for Meanwhile Space channels; ensure consistent growth of social channels amongst target audiences. Work with operational projects team to plan content and develop plans to grow audiences and meet project objectives.
7. Develop communications strategy and plan to ensure consistent press and online coverage amongst relevant industry media, local and national press. Work with projects teams to develop project comms plans.
8. Responsible for the company reputation and crisis management comms strategy; working with the projects team to mitigate against PR risks in the project plans.
9. Ensure that that company and project sites are entered for relevant industry recognition awards.
10. Work with the Executive Directors to develop a marketing strategy for news business generation. Ensure that collateral assets used for new business development are kept up to date, including promotional presentation, photos and reports.
11. Devise evaluation strategies to monitor performance, determine customer satisfaction and the need for improvements.
12. Produce reports, documents and material on marketing performance.

13. Support the projects team to deliver the objectives of each project, including promotion and marketing of the spaces and recruitment of tenants.
14. Prepare, or support the team, on the external commissioning of marcomms work packages as delivery components of projects where appropriate.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated the overall business objectives of the organisation, in line with the vision, mission and values of Meanwhile Space.

Application

Please apply with a CV and covering letter highlighting your previous experience and attributes for the role.

Deadline for applications – Sunday 10th October 2021

About Meanwhile Space

Meanwhile Space is the pioneering social enterprise and advisory organisation at the forefront of 'meanwhile uses'. As the market leader in Meanwhile uses since 2009, Meanwhile Space designs innovative Meanwhile solutions to create better places to live and work, by taking on challenging redundant spaces, and working with local communities to bring them into affordable temporary use.

We deliver this through development and management of temporary spaces, and other consultancy and capacity building work. The team has a proven track record throughout London bringing vibrancy and activity to underused spaces for the benefit of local individuals starting or growing their own enterprise, passion or skills. We are fortunate enough to have been recognised through multiple awards, and through national and local media.

From fixed desk incubators in vacant railway arches, to former council buildings re-imagined as creative hubs, to retail incubation on the high street - each of our spaces is a place responsive and operational identity serving a range of tenant uses from product designers, to a bakery, to fashion designers and tech start-ups.

Meanwhile Space has a fantastic staff team of 14, and is currently operating a total of 80,000 ft², with 160 tenants, in 27 Meanwhile Spaces. We believe we can achieve more social output by doing more of what we do, and we need more great people on our team to help this happen. This is the basis for our growth, which will be significant over the next 3 years.

Our Values

1. We like to try new ways of doing things (experimental)

We are prepared to be bold and take risks. No two projects look the same, combining multiple deliverables and using different funding streams, usually in new locations. We are also committed to negotiating spaces on projects, often finding and creating them ourselves, as well as bearing the initial property risk so others can have flexible space in which to develop, grow, make mistakes and learn

2. We are able to adapt our approach quickly (agile)

We trust our team to make good decisions and give them the power to do so, meaning we are able to move fast and respond to opportunities and changing circumstances swiftly.

3. We're up for the challenge (tenacious)

We don't shy away from difficult problems. We build networks and knowledge in a place before we work there and maintain them over time, because we want to find the right solution, not just a solution.

4. We help create supportive spaces (cultivating)

We create spaces and working environments where people are encouraged to try out new things, support each other and help each other develop and learn. We give support to staff and tenants but with that as much freedom, control and responsibility as we can to help achieve this kind of environment.

Impact of Covid 19

We have adjusted our sites and processes because of Covid 19. We still require Project assistant staff to be in our sites for a significant part of the role. Training and support will be provided during induction. We are however working in a flexible way following the Covid 19 crisis and we anticipate that there will be a percentage of home working likely for the foreseeable future.

Find out more about our current projects at www.meanwhitespace.com