

JANUARY 2022

MARKETING COORDINATOR



ROLE: MARKETING COORDINATOR
REPORTING TO: OPERATIONS DIRECTOR
LOCATION: ROTHERHITHE / REMOTE HYBRID
SALARY: £25K

MEANWHILE SPACE RECRUITING

VISIT [MEANWHILESPACE.COM/CAREERS](https://meanwhilespace.com/careers) FOR MORE INFO

WHO WE ARE...

Meanwhile Space CIC is the pioneering social enterprise at the forefront of Meanwhile uses, creating vibrant communities by bringing temporarily redundant space into productive use.

Meanwhile Space unlocks underused space for the benefit of community cohesion, placemaking and enterprise. This is typified by finding wasted space, transforming unloved visible, interesting, dilapidated, difficult buildings, into something useful.

People starting out struggle to find space to start and grow their creative or social enterprise. Meanwhile Space brings vacant assets into use for affordable and easy access space for startup enterprises, communities, and better places. In 2021 Meanwhile Space has a company turnover of £600,000 and is currently operating a total of 110,000 ft², with 160 tenants, in 24 Meanwhile Spaces. Over 85% of the tenants in our projects live in the local area, and we have worked with 14 London Boroughs, primarily in outer London.

As part of our forward-thinking and creative organisation, our team thrives through a culture of independence, trust and agility. We are design-led risk takers who love to adapt & move fast and use our experience and expertise to bring ideas to life - and we are all driven by our passion for the work we do to enhance and help the communities around us.

OUR VALUES

We live and breathe these in our every day lives and this can guide our decision making...

We like to try new ways of doing things

We are prepared to be bold and take risks

We are able to adapt our approach quickly

We're up for the challenge





THE ROLE & OPPORTUNITY

We are looking for a dynamic and confident Marketing Coordinator to manage the implementation of the marketing strategy for the 'Meanwhile Space' brand, alongside our individual projects. The person in this role will work closely with all departments, supporting the objectives of the business, as well as most closely with the Project teams to execute marketing plans for individual meanwhile projects.

This role is 'hands on' and covers a lot of ground and it will provide that feel-good factor working with all areas of the business and having ownership of multiple social enterprise brands. Our Marketing Coordinator will be able to make a huge impact in our organisation that highly values the communities and people around us.

WHAT YOU'LL BE DOING...

Coordinating Marketing Plans

- With the support of our external Marketing strategist, work with project teams to develop individual project marketing plans.

Developing Brands

- With the support of our external Marketing strategist, work with the New Projects team on brand development for new projects
- Own the Meanwhile Space brand; communicate a consistent brand message across all touchpoints

Creating Content

- Own the Meanwhile Space website, ensuring relevant content is published and traffic is generated from target audiences
- Assist the Projects Team on generating traffic for individual project websites
- Coordinate our social media content strategy and manage implementation for Meanwhile Space channels; ensure consistent growth of social channels amongst target audiences.
- Work with projects team to plan content and helping them to develop plans to grow social audiences and meet project objectives.



Communications Strategy

- Coordinate the 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.
- Work with our external Marketing strategist on reputation and crisis management comms working with the projects team to mitigate against PR risks in the project plans.
- Ensure that that company and project sites are entered for relevant industry recognition awards.

New Business

- Coordinate and execute the marketing strategy for new business generation. Ensure that collateral assets used for new business development are kept up to date, including promotional presentation, photos and reports.
- Monitor marketing performance, determine and the need for improvements & produce reports

WHAT YOU'LL BRING TO THE TABLE...

- At least a year of working in a strong marketing team, ideally in social enterprise or a community-focussed business
- Super organised approach to managing workload
- Tenacity and drive to get things done
- Creative mind, with a good commercial understanding
- Ability to generate compelling story-telling through written & visual content
- Good handle on social media marketing techniques
- Able to see the bigger picture and make decisions
- An independent spirit, but super ability to collaborate

WHAT YOU'LL GET FROM WORKING AT MEANWHILE SPACE...



- A very positive and cultivating working culture
- Care & investment in your career at Meanwhile Space and how you progress
- Autonomy over your work, and independence
- The chance to make a real impact on the society you live in and bring huge benefits to wider communities
- Flexible working pattern - with a hybrid of office, on-site and remote working
- Working in our amazing 'The Hithe' shared office space, with hot desking & full facilities
- 22 days holiday (+ bank holidays), increasing by 1 day every year after one year
- Employee Assistance Program
- Monthly team-building lunches
- Well-being program built to support you in the workplace

"WE HAVE A REALLY STRONG & SUPPORTIVE WORKPLACE CULTURE, ALLOWING OUR INDIVIDUALS TO THRIVE AND HAVE A SUPER WORK/LIFE BALANCE"

LOUISE, PROJECT DIRECTOR

GET IN TOUCH...

WE WANT TO HEAR FROM YOU IF THIS ROLE EXCITES YOU!

**PLEASE SEND YOUR CV AND A COVER LETTER TO
HIRING@MEANWHILESPACE.COM**

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Meanwhile Space is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or sexual orientation.



EMILY BERWYN
EXECUTIVE DIRECTOR



EDDIE BRIDGEMAN
EXECUTIVE DIRECTOR



LOUISE BROOKS
PROJECT DIRECTOR