



Library of Things
3Space International House
Canterbury Crescent
London
SW9 7QD

Local Community Marketer

[Library of Things](#) is a community-powered social enterprise that helps people save money and reduce waste by affordably renting out useful items like drills, sound systems and sewing machines from local community spaces. It also helps people share practical skills like DIY and repair with others in their neighbourhood.

We're a friendly bunch, passionate about our mission. We're guided by our values of being regenerative in the communities we're in and to the planet we're on; balanced in creating a fair exchange for everyone involved; entrepreneurial by testing ideas and learning quickly; transparent with our intentions; borrower-focused to create the best experience possible; and keeping things joyful and not too serious!

Join our small but friendly marketing team as we open more locations across London and work to make them busy.

Hackney Wick and Dalston Library of Things

We opened our Hackney Wick Library of Things in May 2021 and Dalston Library of Things will open by the end of the year. Hackney Wick has established a strong base of borrowers to build on and has a strong and growing social media presence on Facebook and Instagram. Across both sites we have already nearly 2,000 mailchimp email sign-ups.

About the role

Your role will be to work with the rest of the marketing team to plan and run a local marketing campaign that will help grow our borrowing audience across both sites, building to over 100 borrows a month on each location.

You will be working alongside the local sales lead, learning from our good practice, and bringing your own ideas and marketing approaches.

About you

Essential

- Love the idea of Library of Things and love the idea of marketing to make it successful across both locations
- Willing to try out innovative and creative approaches to local marketing
- Have a marketing mindset, interested in getting inside the shoes of prospective borrowers and developing methods to get them excited about borrowing
- Get a kick out of working to borrowing and revenue targets and motivated by results
- Strong social media skills across Facebook and Instagram to reach new audiences and grow our borrowing community locally - especially building organic facebook reach by posting in local groups
- Enjoy creating text and image related content
- Have some knowledge of the Hackney Wick/ Dalston areas and community
- Enjoy talking to people, balancing a good online campaign with elements of engagement and outreach such as engagement stalls, attending community events and occasional flyering
- Willing to help out with occasional related community events

Desirable

- A sense of fun and creativity
- Adaptable, able to assess what's working and change direction when things aren't working
- Some experience of delivering local marketing for small businesses/social enterprises or similar scale
- Has a strong connection to the Dalston and or Hackney Wick areas

About the job

Remuneration: £14/hour

Hours: 20h/week. The role may include some occasional weekend and evening hours.

Location: Remote and in the relevant local areas.

Duration: Monthly rolling contract (up to a maximum of 24 months).

Eligibility: Applicants must have the legal right to work in the UK.

Application deadline: 12pm, 8th of November

How to apply: Please complete this [form](#)

We encourage flexible working, and ask you to attend a weekly check-in with our local sales lead during office hours and attend other occasional other check-ins on a monthly basis, such as a monthly peer check-in. This is ideal for someone self-employed and is not a PAYE contract. The role may include some infrequent weekend and evening work.

Library of Things is an equal opportunity employer. We aim at all times to recruit the person who is most suited to the job and welcome applications from people of all backgrounds - men, women and non-binary, people of all ages, sexual orientations, nationalities, religions and beliefs. However, we particularly encourage applications from disabled and racially marginalised candidates, as these groups are underrepresented in the sustainable development sector.

We are very proud that Library of Things has been listed in the [Escape The City Top 100!](#)