



Trainee Digital Marketer (6 month FT contract)

Application deadline: Reviewing on a rolling basis, please apply as soon as possible.

How to apply: Please check you meet the essential criteria. [Click here to complete a short application form and to upload your CV.](#)

About us

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.

It's an exciting time to join the team - we're growing quickly with 7 locations already open across London - and ten more planned for 2022, in partnership with local community organisations and councils.

About you

Are you a fast learner, digital savvy, highly organised and looking for your first role in marketing? Excited about making life more affordable and sustainable for London communities?

We're looking for a Trainee Digital Marketer to help run our digital marketing campaigns to get thousands more Londoners excited about

trying borrowing for the first time! We have funding from the Better Future's scheme to support candidates who have experienced barriers to entering employment.

To be eligible for this role, please note you must meet one of the following criteria:

- You are not currently in employment, education or training (you are searching for a role)
- You do not hold any qualifications higher than Level 5 (e.g. you do not have a Bachelor's degree)

About the role

We'll train you up on the job to learn the skills and tools you need to lead on the build and management of our digital marketing, keeping our website up to date, building emails and managing our social media scheduling.

There's also room to grow and build your marketing skills up in other areas too in line to support - from copywriting skills, to user research or basic design skills too.

You'll learn and work on:

- **Keeping our website up to date** - create and keep content up to date on our website and blogs using our content management system (CMS)
- **Build and format marketing emails and newsletters** - use ActiveCampaign to send out to borrowers and our partners, adding text, images, links and testing them before going live
- **Set up and manage social media advertising campaigns** - using Facebook Ads Manager, creating reports on performance to share with the team
- **Schedule social media content** - across Facebook, Instagram and Twitter and share content with our local marketing team

- **Update copy, graphics and assets** – using Notion and Canva to update the digital content packs that we share with local community and council partners to help them promote borrowing to their communities
- **Create analytics reports** – using Google Analytics and Active Campaign
- **Help us generate great content** – get in touch with our borrowers to collect stories and make sure we have permissions to use them in our marketing
- **Manage uploading content to our asset library** – to help our local marketing teams and partners to promote Library of Things

Time input: Full-time (35 hours per week)

Flexibility: Flexibility of days/hours

Location: London. Split between our Brixton office or home-working.

Home-working is currently encouraged where possible due to COVID-19 conditions.

Remuneration: £20, 111 per annum, London Living Wage

Contract: 6-month fixed term contract, with potential to extend.

Personal development: £500 pro rata annual personal development budget.

1:1 training and support from LoT Marketing Lead.

Other perks: Bi-annual nature weekends away with the team, share options scheme, 50% discount on Thing borrowing, 25 days annual holiday allowance plus between Christmas and New Year as standard.

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

Library of Things is an equal opportunity employer. We 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, black, asian and minority ethnic candidates, as these groups are underrepresented in the sustainable development sector.

Any questions?

If you have any questions about this role, get in touch with Charlotte Thorpe, Marketing Lead, on charlotte@libraryofthings.co.uk to set up a short call or discuss via email.