



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

## **Local Community Marketer – Sutton and Morden**

[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.

### **Sutton Library of Things**

Sutton Library of Things is opening in July 2022 following demand from across the community. This project is supported by Sutton Council and will be located in Sutton Central Library.

### **Morden Library of Things**

Morden Library of Things opened in March 2021. Over the last 18 months over 1000 neighbours have tried borrowing, with over 100 people borrowing a month.

### **About the role**

Your role will be to work with the rest of the marketing team to plan and run a local marketing and community engagement campaign that will help grow our

borrowing audience across Sutton and Morden – building to over 100 borrows a month in Sutton and making Morden even busier!

There'll be an opportunity to learn from our good practice, and to bring your own ideas and marketing approaches to your campaign and to support others in the team!

## 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 Sutton and Morden 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
- Willing to build marketing connections in the Sutton and Morden area

## About the job

**Remuneration:** £14/hour

**Hours:** 18 hours a week for marketing both locations, 12 hours Sutton, 6 hours Morden. The role may include some occasional weekend and evening hours.

**Location:** Remote and in the relevant local areas.

**Duration:** Monthly rolling contract (for 6 months in first instance, but with potential for role extension development).

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

**Application deadline:** Rolling deadline. We will process applications as they arrive, so please apply as soon as possible.

**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 fortnightly 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!