



Library of Things  
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## **Local Community Marketer – Woolwich & Barking**

[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.

### **Woolwich & Barking Library of Things**

Woolwich Library of Things is opening in March 2022 following demand from across the community and Barking will be opening in June. This project is supported by Greenwich Leisure Limited, Royal Borough of Greenwich and Greenwich Mutual Aid. Woolwich Library of Things will be located in Woolwich Centre Library.

### **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 Woolwich and Barking – 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 Woolwich 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 Woolwich and Barking areas

## About the job

**Remuneration:** £14/hour

**Hours:** 12h/week for marketing one location, 20 hours for marketing 2 locations. 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!