

Edinburgh Open Workshop

Membership Engagement & Marketing Officer

Location:	Edinburgh, Leith
Salary:	£21,450
Contract:	Full Time, Permanent
Hours:	37.5 hours a week
Flexitime:	Yes
Work from home:	No
Job Share:	Considered
Closing Date:	Friday 22 April
Interviews:	25 April – 29 April
Proposed Start:	9 May (flexible dependent on candidate)

About Us:

Edinburgh Open Workshop (EOW) is an innovative, creative co-working space, offering membership-based, Pay-As-You-Go access to workshop facilities, machinery, power tools, hand tools, workbenches, fabrication space, textile bays and long-term resident maker space, studios, and office space. A not-for-profit social enterprise that is expanding, we are Edinburgh's only open-access workshop, supporting a community of over 300 hobbyist and professional makers, designers, and creatives.

We are a unique business, one of a kind in Edinburgh. Our Members range from hobbyists tinkering on small home projects to corporates designing and manufacturing for niche markets with everything in between.

We believe in supporting creative business and the creative economy; at the heart of that is a drive to make creativity and creative learning accessible to all. We are looking for a collaborative and creative Membership Engagement & Marketing Officer to join our small close-knit team as we expand.

About you:

Do you believe that all creative business deserves to thrive? Are you a good communicator and relationship-driven; enthusiastic about communications with a passion for engaging audiences across multiple channels? Do you combine strong organisational skills with an ability to think creatively? If so, then this could be the role for you!

You will champion the work of EOW and of its membership body. You have a working knowledge of the creative sector, its joys and its challenges and ideas for making the best of both. You will be involved in building member networks, developing new communication routes and tools and increasing overall engagement. This role is ideal for someone who wants to build on their existing knowledge, skills and experience in a small, friendly and busy team.

We would like you to develop and deliver a member engagement programme with regular communication, information sharing and networking opportunities; to drive engagement with the EOW brand through marketing activity, membership communications and materials, targeted campaigns and digital media. The goal is to drive sustainable growth, increasing the breadth and depth of the support services we offer and forging strong relationships with members.

Key Responsibilities:

- Maintain and support our membership relationships – including working with prospective members, onboarding new members, and maintaining relationships with current members (including renewals, retention, membership meetings, and general admin)
- Maintain and develop an internal marketing and communication strategy to deepen engagement with our member body – including the management of our internal newsletter (with information on upcoming programs/workshop updates/and PAYG incentives)
- Support our external marketing by highlighting our members and their achievements – including maintaining our ‘Meet Your Maker’ blog series, creating social media shares and ‘shout-outs’, and managing our FB Members groups
- Promote the company’s ethos and services

Required Experience:

- Experience working as a Communications and/or Membership Officer
- Ability to collaborate well with staff, freelancers, and members
- An understanding of marketing and creative audience development process
- Proven ability to plan strategically
- Strong organisational skills and the ability to prioritise effectively
- Strong written and verbal communication and negotiation skills, ability to build rapport
- Proven computer literacy skills and experience
- A friendly outlook and enjoy working as part of a team

Desirable Experience:

- Comprehensive knowledge of the current creative scene and excellent sectoral awareness
- Relevant professional qualification(s)

Personal Qualities:

- Self-motivated and proactive, can come up with new, imaginative ideas
- A high level of personal drive and energy
- Calm and confident with excellent interpersonal skills
- Ability to negotiate, collaborate and be flexible in a fast-changing environment

Note:

No agencies please.

To apply, please send either a CV and cover letter, or a short introductory video to:

tash@edinburghopenworkshop.co.uk