

Walthamstow Trades Hall and Institute Limited

Job Description – Marketing & Development Officer

About Walthamstow Trades Hall, aka The Trades

The Trades is redefining the role of Working Men's Clubs in the 21st Century, having recently reached our centenary year. Now serving a diverse East London community, we host and run a variety of events from baby groups to tea dances, new rock bands to reggae nights, comedy nights and choirs. After years of decline The Trades is rapidly evolving and is on a fast-paced upwards trajectory.

The Trades is looking for an exceptional individual to support and continue this rapid growth; someone with the progression and development of The Trades at the core of all their work.

You will be a multiskilled, multitasking officer who passionately believes in the value that social spaces can offer to the vibrant community in which we are based.

Overall Role Responsibilities

The postholder will create and execute marketing campaigns and engagement plans, develop content, press coverage, social media content, digital communications and marketing resources, working closely with the Venue Manager.

This post is a new role and will build on strengthening the profile of The Trades with its customers (both members and non-members) and within the wider community. The post holder will inspire greater support for The Trades and its events through a targeted programme of community engagement and stakeholder communications.

Responsible to: Venue Manager

Responsible for: Social Media Volunteers

Purpose of the Role

Marketing & Development

- Build an in-depth knowledge of customers through the analysis of relevant data
- Create and execute marketing campaigns and engagement plans which will:
 - Increase audience attendance to events
 - Increase hires
 - Drive growth in membership and friends, including a pool of volunteers to help with marketing, social media, bar staff and technical staff
 - Drive an increase in diversity of our memberships developing the relevant strategies to facilitate this
 - Nurture meaningful connections within the local community
 - Build reputation to attract artists

- Manage online and offline marketing channels and campaigns (including managing the website)
- Develop links with the local media and promote the Trades Hall through press coverage
- Day to day responsibility for ensuring social media activity and content promotes and strengthens the profile of the Trades Hall and its events, and that it engages with the customer.
- Support and coordinate the volunteers who contribute with photography, social media and similar
- Track and record all marketing activities, evaluate their success and amend marketing measures when necessary.
- Identify and devise digital communication and marketing sources to promote the Trades Hall with existing and potential stakeholders and customers (including the regular members newsletter).
- Ensure the Trades membership and customer data adheres to relevant Data Protection legislation and guidance.
- Develop links with the membership to increase their participation as volunteers for their Club
- In conjunction with the Venue Manager, build and promote the Trade Hall's brand.
- Work alongside the Venue Manager and Trades' Committee to identify and develop funding streams including supporting the funding application process, as required.
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General responsibilities

- Uphold and maintain the Security, Fire Safety and Health & Safety Procedures of the Trades. Identifying, reporting and following up any faults, defects, complaints and potential hazards.

This job description is intended to be a broad outline of duties and is not intended to be exhaustive. The post holder will be expected to take on other duties and responsibilities commensurate with the level of the post as directed by the Trades Committee Members and Officers.

October 2021