



## Meanwhile Creative Job Opportunity Marketing Manager

**We are looking for an energetic, driven marketer with a passion for supporting creatives and small businesses to come join our team of six in Bristol.**

**Role:** Marketing Manager

**Location:** Bristol, King Street BS1  
Plus occasional travel to Cardiff and Manchester

**Hours:** Full time (Monday-Friday 0900-1700)

**Salary:** £26,000

**Start date:** As soon as possible

### **About Us**

Founded in 2012, Meanwhile Creative support the creative and entrepreneurial minds of Bristol, Cardiff and Manchester by establishing lively places to work in the heart of our cities. We purchase and lease dormant commercial space and then repurpose it as flexible, affordable workspace.

In Bristol we manage Pithay Studios, Deben House, Freestone Studios, Kingsland Studios, Lincoln Street Warehouse and 36 King Street. In Cardiff we run Meanwhile House Cardiff and sister project Cardiff Containers. And from November 2018, we move into Manchester too with the launch of Pollard Yard.

All in all, our projects currently support more than 250 creative businesses and start-ups, from fashion labels, designers and carpenters to personal trainers, app developers and charities. We're a young, exciting, fast-growing business with plans to continue to expand nationally and double our studio provision over the next 12 months.

### **About You**

We're looking for a proactive self-starter that is just as happy creating compelling content for digital channels as they are working with external suppliers.

You'll have good all round marketing skills, with your primary areas of expertise being digital marketing and social media. You'll know how to find and target new audiences fast, engage them

and convert them into prospective customers, through a mix of owned, earned and paid activities.

With a few years experience under your belt you're now looking for somewhere where you can work independently and autonomously, spread your wings and play an instrumental part in developing a brand.

We'd love to hear from you if you feel you offer both creative flair and commercial acumen, know how to reach and engage with creative small businesses and are looking for a new challenge that isn't your typical 9-5.

### **About The Role**

You will take a leading role in coordinating and delivering marketing activity to generate strong leads for the sales team, position and grow the Meanwhile Creative brand and strengthen our 250+ strong community of creatives.

As a small company with plans underway for national expansion, the role offers strong career development prospects for the right candidate. Benefits include generous holiday allowance, Move GB membership and weekly yoga sessions.

Responsibilities will include but not be limited to:

- Managing website and blog content - ensuring all content is up to date and on brand, writing blogs and improving search performance, usability and ranking by working with an external web developer and SEO partner.
- Managing social media channels - this includes responding promptly to messages, sourcing content, compiling posts, monitoring results and liaising with external content/PR specialists.
- Managing email marketing lists and compiling regular mail outs/eshots.
- Ensuring all online listings and Google profiles are current and on brand. Building backlinks with help of SEO partner.
- Advertising available spaces and new projects - channels include paid social, PPC (Adwords), Gumtree, RightMove, flyering and print ads.
- Designing simple print pieces - flyers, posters, ads, info packs and signage.
- Taking photos of spaces and events; occasionally briefing external photographers.
- Helping with tenant retention - organising occasional events for our community, offering marketing support for tenant businesses, sending newsletters and mass communication.
- Reaching new audiences through PR - building positive relationships with local creative communities, press, key influencers, and working with external content/PR specialists.
- Strategising new project launches and delivering marketing activity with the help of external specialists.
- Allocating spend and maximising modest marketing budgets

- Monitoring KPIs and compiling weekly reports
- Being aware of property, local and creative industry sector developments and sharing trends and news with the team.
- Supporting the team with some office/admin related activities - setting up email accounts and signatures, answering the phone, responding to enquiries.

### **Desirable experience and skills**

- Content marketing
- Copywriting
- Wordpress
- Mailchimp
- Photography and image editing
- Photoshop / InDesign
- SEO understanding
- PPC
- Paid social advertising
- Reporting & analytics
- Experience in liaising with external suppliers

### **Applications**

Please send an email marked '**Marketing Manager application**' with your CV and a short covering letter to **Fred Wyatt**, Managing Director, via [hello@meanwhilecreative.co.uk](mailto:hello@meanwhilecreative.co.uk)

Deadline for applications is midnight **Sunday 18th November**, but early applications are strongly encouraged as we will begin interviewing immediately.