



JOB DESCRIPTION – Sales, Marketing & Community Executive

Location:	Coventry, UK
Start Date:	December 2018
Salary:	£22,000
Other Benefits:	Performance based employee share options 23 Days Holiday plus Public holidays Pension match contribution
Reporting to:	Managing Director – Sales, Marketing and Community
Term:	12 months contract (maternity cover) with possibility of permanent role as business expands
Apply by:	31 st October 2018

The Wheelhouse is all about local, friendly coworking. Currently we have locations in Oxford, Coventry and Gloucester with more in the pipeline. This is a critical role in the team, ensuring that The Wheelhouse venues grow in number of members and we achieve our mission to build community. The role is based at The Wheelhouse Coventry.

Key Roles and Responsibilities

Community Experience

1. Organize community events such as community lunches, breakfasts, talks, to add value to the Wheelhouse community.
2. Run regular member surveys – inclusive of such measures as Net Promoter Score, Customer Satisfaction. Produce reports on the back of this information and act on improvements identified.
3. Frequently visit Partner Venues to ensure the venues meet the Wheelhouse membership standards.
4. Engage with relevant local organizations in communities surrounding the Partner Venues to build awareness of The Wheelhouse.

Member Acquisition

1. Lead and manage the social media presence of The Wheelhouse increasing the Brand presence of The Wheelhouse on key social media platforms.
2. Own the content on The Wheelhouse public website.



The Wheelhouse

3. Manage the advertising & marketing budgets of The Wheelhouse to maximize member acquisition.
4. Monitor and propose actions to increase the performance of all marketing channels - with a specific focus on conversion to acquisition of new members.
5. Respond to all requests for information relating to membership @ The Wheelhouse with a view to converting information requests to memberships.
6. Support hosts to ensure maximum performance in the membership acquisition process.

Personal Profile

Required

- Share the values and passion of The Wheelhouse to build the local community.
- Experienced in Social Media as a sales and marketing tool.
- Friendly, welcoming and engaging personality.
- The ability to deal with the fast paced, fast changing environment of a start-up.
- Excellent verbal & written communication skills.
- Enjoy making things happen and getting things done.
- Prepared to travel to Wheelhouse locations in the UK (day trips).

Desired

- A degree in a relevant discipline related to sales, marketing, communications or social media.
- Prior experience in a sales and marketing role.
- Clean driving licence

To apply please email admin@thewheelhouses.com with a CV and cover letter.

The Wheelhouse Mission:

The Wheelhouse exists to create co-working community hubs where you and your business can flourish. We currently have three venues in Oxford, Coventry and Gloucester with more in the pipeline.

Find out more at www.thewheelhouses.com