



Working at Coin Street

Job pack

Creating an inspirational neighbourhood

Some use our nursery, our sports pitches or have attended conferences in our neighbourhood centre. Others live or work on our South Bank site. But most of the thousands of people who pass through the Coin Street site every day don't even know we exist.

That's a shame. Because our story matters.

It's a story about inclusiveness and diversity. About culture, community, and commercial success. About how we work together to create an inspirational neighbourhood - today, tomorrow, and forever.



BE PART OF IT

What we do

We provide the opportunities and spaces for people to lead their own change. Our activities are wide and far reaching. From giving families and children the best start in life through our childcare and family support, to creating and maintaining high quality live, work and play spaces on land which we own.

We promote enterprise, creativity and lifelong learning whether that's through providing employment, volunteering opportunities, nurturing enterprise or delivering programmes and activities.

Our commercial activity/income generating activity ranges from hosting conferences and events in our purpose built centre. to supporting London's top creative talent through our designer maker studios at Oxo Tower Wharf and/or shops/studios in Gabriel's Wharf.

This work is a central part/pillar of our efforts to support our neighbours and community to thrive.

We provide housing that supports our community; we champion co-operative housing and influence local and national housing policy. From sports and dance to healthy eating and gardening, we offer a range of facilities and activities accessible to everyone to support health and wellbeing in our community.

We are conscious that our neighbourhood is a small part of a global community and that we all need to work together to tackle the challenges faced by the earth and all who live on it.



JOB DESCRIPTION

ROLE:	MARKETING MANAGER (PART TIME)
Reports to:	Head of Marketing
Contract details:	Fixed-term contract (12 months), 14 hours per week – flexibility on days
Salary range:	£16,000 at 14 hours per week

ROLE SUMMARY

The Marketing Manager (part-time) is responsible for managing marketing campaigns and activities to support income generation from our commercial activities. This includes raising brand awareness, promoting the shops, studios, and restaurants at Oxo Tower Wharf and Gabriel's Wharf, and developing marketing events and in-person activities at the sites.

TEAM OVERVIEW

The marketing function consists of three team members and sits within the Communications and Engagement team at Coin Street. The wider team, which includes Communications, Fundraising and Helpdesk, is responsible for reaching and engaging everyone who comes into contact with our inspirational neighbourhood and promoting the brilliant work we do on the South Bank and surrounding areas.

KEY ACCOUNTABILITIES

1. Work with our commercial tenants in Oxo Tower Wharf and Gabriel's Wharf, and colleagues across Coin Street, to lead on developing and delivering specific marketing plans to support the organisation's income sustainability, supported by the Marketing Officer.
2. Lead on the design and production of corporate marketing collateral; and handle all aspects of print production from design to distribution.
3. Build and manage positive working relationships, primarily with Coin Street commercial tenants, external designers, suppliers, and consultants, and our internal teams.
4. Support in embedding the brand refresh across the organisation, including ensuring brand consistency across external and internal marketing collateral and signage, by providing feedback and support.
5. Effectively manage the budget for specific campaigns, ensuring that all financial procedures are followed.
6. Support on the maintenance and development of our website content where necessary, including information updates and optimisation.

7. Support on the collection and reporting of data and evaluation across marketing channels (e.g. web, social, newsletter, external advertising) and contribute to the planning and implementation of work that drives our reach, engagement, and followers.
8. Carry out such other duties as may be reasonably requested from time to time.

GENERAL REQUIREMENTS

To comply with Coin Street's Diversity, Equality, and Inclusion policy.

To comply with Coin Street's Health & Safety policies.

To comply with Coin Street's Safeguarding policies.

To comply with Coin Street's IT policies and procedures.

To promote an organisational culture that reflects Coin Street's values:

- *Creative: By looking for solutions rather than problems I will find better ways of doing things*
- *Collaborative: By respecting the views of others we will learn, grow, and achieve more together*
- *Committed: I do what I say I am going to do and do the best job I can.*
- *Curious: We ask questions about what we do and the way we do things - as an organisation, community and society.*
- *Inclusive: I embrace difference and encourage authenticity.*

PERSON SPECIFICATION

KNOWLEDGE & EXPERIENCE

1. Significant previous experience of working in a marketing role within the retail, leisure, or hospitality sectors.
2. Proven track record of designing marketing strategies and delivering successful online and offline marketing campaigns.
3. Knowledge and experience working with:
 - Content management systems e.g. Drupal
 - Google Analytics
 - CRM/ email newsletter platforms e.g. Mailchimp
4. Experience of client/stakeholder relationship management
5. Experience in conceptualising and executing marketing activations, including events

6. Knowledge and experience of brand management
7. Experience of management of design, digital and print processes
8. Experience of interpreting data and producing reports

SKILLS & ABILITIES

9. A personal commitment to and enthusiasm for Coin Street's purpose and values
10. Strong communications skills with an ability to express ideas and concepts in a clear and engaging way to reach different markets and audiences
11. A strong eye for design and adept at giving creative feedback (skills in design programmes including Photoshop, InDesign or Canva a bonus but not essential)
12. Diplomatic, collaborative and capable of gaining input from a diverse range of people

I have read and agree to the above role and responsibilities.

Name: Employee Sign: Date:

Name: Line Manager Sign: Date:.....

What we can offer you (the highlights)

REWARD AND PROTECTION

Annual Holiday

27 days leave per year excluding bank holidays.

Pension Scheme

Coin Street will contribute 5% to your pension if you contribute at least 3%.

Life Assurance

Death in service (3 x salary), Income Protection and Critical Illness cover.

Company Sick Pay

8 weeks at full pay and 5 weeks at 50%. Offered after 6 months and increases after 5 years

Flexible working

Where we are able to, flexible working and hybrid working location

Staff Socials and Inset Days

Staff information and team building days, plus plenty of social opportunities

Training & Development

A commitment to training & development for all staff with regular progress & support reviews with your manager.

Wellbeing

Mental wellbeing - webinars, courses, mediations, therapy session. Free gym membership at Colombo Centre.

Staff Discounts

Discounts available from wide range of retailers and service providers for shopping, dining, experiences, car maintenance, study, etc.

Nursery Discount

20% discount on nursery fees for staff whose children are enrolled in Coin Street Nursery.

LIFESTYLE

