



**Post: Marketing & social media coordinator,
for RUSS School of Community-led Housing
& RUSS membership events.**

Role Description and Application Information

April 2019

Closing Date: Sunday 12 May 2019

This is an opportunity for someone to develop their communications, social media and marketing skills, and be part of a cutting edge, high profile community-led housing project.

About the Rural Urban Synthesis Society:

The Rural Urban Synthesis Society (RUSS) is a Community Land Trust based in south-east London. We are an innovative volunteer-led organisation that has embarked on an exciting journey to build a sustainable community of self-built, permanently affordable homes in Lewisham. We currently have a board of voluntary Trustees who meet every six weeks, and almost 800 members.

Established in 2009 by four founding members in response to the London housing crisis, RUSS has received planning permission to build a 33-home, affordable housing development in Ladywell, Lewisham. Building is due to commence in summer 2019.

RUSS set up the **School of Community-led Housing** in 2016 to share its learning and experience with others who wished to establish affordable housing solutions elsewhere. Read more about RUSS on our website www.theruss.org

The role: Time & re-numeration

- This is a freelance role, estimated time is 10 hours per month from May 2019. Hourly rate offered is £18 ex VAT. Tasks will be aligned with the RUSS events calendar.
- Work can be home-based and/or at Artworks Creekside, 3 Creekside, Deptford, London SE8 4SA; or occasionally at other London venues. You will be required to attend a small number of workshops and events in the evening or on weekends.
- Hours to be invoiced at the end of each month, payment 30 days. ***This is a freelance and not a salaried role.***

Reporting to: RUSS School of Community-led Housing Lead, remotely and with regular meetings.

Job Description

Purpose of role

- To assist the RUSS School of Community-led Housing team in promoting the School events & Members events
- Contribute to an aspirational future vision for where RUSS could go
- Abide by RUSS' [Rules](#) and [Principles](#)

Key Responsibilities and tasks

- To ensure the successful marketing of the School events, using suitable social media, listings, print, marketing, website and press as needed.
- Assist the School team in improving the presentation of the website pages, modules and documents.

Specific tasks

- Produce all marketing supports for School events - working with copy and images - particularly Eventbrite or similar, and maintaining the School web pages.
- Circulate or post all social media content, in conjunction with RUSS Communications team, to external listings, press, events sites and platforms, influencers and other relevant organisations and agencies.
- Assist with press relations as needed.
- Improve on marketing success rate and speed of sales.
- Provide Reports on the success or failure of all campaigns, and suggest improvements as needed.
- Attend RUSS School events as required.
- Help prepare for, and tidy up after, School events if needed.

Person Specification

Skills Required

- Excellent communication - particularly writing skills to market events successfully.
- Photography skills, familiarity with producing communications using video.
- Excellent use of social media platforms, in particular Twitter, Facebook, Instagram. Current knowledge of Wordpress, Eventbrite, Slack and Mailchimp are required.
- Strong graphic skills - Adobe Creative Suite, and Powerpoint or Keynote.
- Good at networking and taking the time to connect people with each other, both at events & remotely.
- Understanding of, or interest in, the Community-led housing sector, Affordable housing and Social housing sector would be helpful.

Core Behaviours

- Strong capacity for collaboration and working with volunteers
- Problem solving
- Self-managing, well-organised
- Creative thinking, quick learner
- Committed to making a positive social impact

Equality and Diversity

RUSS is committed to Equality and Diversity. You can read our policy [here](#). RUSS is working to increase representation of BAME communities and women internally and within the wider Community-led housing sector. As such RUSS is particularly keen to receive applications from these demographics for this position.

To apply for this role, please forward a CV, 3 examples of relevant projects/work, and a brief cover letter explaining your interest to school@theruss.org



