

SALES & MARKETING CONTRACT BRIEF FOR SCRATCH HUB, A CO-WORKING SPACE AT BATTERSEA ARTS CENTRE

Battersea Arts Centre (BAC) is seeking to sell 120 memberships for its new co-working space.

BAC's *Scratch Hub* is a creative and beautiful shared workspace at the heart of one of the UK's most iconic cultural centres.

We are seeking an individual or company to work with over a 6 month period who will:

- lead and manage a Scratch Hub campaign
- lead direct sales for the Scratch Hub
- secure 120 new Scratch Hub members

You will be administratively supported by the Scratch Hub Manager who is based at BAC and who can undertake viewings for potential members and complete the administration of member sales.

You will work to BAC's Director of Creativity & Social Change – developing and delivering a sales campaign to:

- sell 40 memberships within 3 months
- sell an additional 80 memberships by 31 July
- use a £20,000 marketing budget in order to achieve this goal

ABOUT THE SCRATCH HUB

Battersea Arts Centre has a global reputation for innovation and creativity and is now offering Scratch Hub memberships.

Member benefits include:

- access to a flexible and creative working environment
- an imaginative events programme
- an inspiring network of fellow creatives

BAC's Scratch Hub is the perfect home for entrepreneurs to grow their ideas.

The Scratch Hub is distinct because of Battersea Arts Centre's purpose and ethos. Even though I'd looked at lots of other creative hub spaces, this seemed to tick a lot more boxes for me. - Bardot Taylor, Scratch Hub member

The Scratch Hub provides:

- an accessible, inspiring environment with over 50 workspaces, plus meeting, workshop and event space, high-speed WiFi and a shared kitchen
- a time-banking scheme and online directory to support members to exchange expertise and skills
- a programme of talks and events to foster collaborations, co-learning and creative conversations
- opportunities for member-led programming and event hosting
- a subsidised desk scheme for young entrepreneurs and local charities
- a discount on tickets to Battersea Arts Centre shows and on food and drink in the Scratch Bar

More information on the Scratch Hub can be found in our current information pack [here](#).

ABOUT BATTERSEA ARTS CENTRE

Battersea Arts Centre (BAC) is a public space where people come together to be creative, see shows and explore local heritage. The organisation's purpose is to *inspire people to take creative risks to shape the future*.

The Grand Hall and Scratch Hub opening, as well as the wider £13.3 million capital works which have taken place across the rest of the building, mark a step-change in Battersea Arts Centre's commercial ambitions. The delivery of this brief will be pivotal in achieving a £18,500 monthly membership target for the Scratch Hub by August 2019.

WHAT WE ARE LOOKING FOR

We want to work with positive, highly-skilled and ambitious people. In this context it is important to work with an individual or company with substantial experience of running marketing campaigns and delivering sales, ideally with relevant experience in co-working spaces and membership models.

We are looking for an individual or company with:

- a record of creating and delivering sales campaigns to meet targets
- engaging copywriting skills
- experience of working with designers and filmmakers to create marketing assets
- an awareness of current digital marketing trends; experience of managing PPC digital marketing campaigns desirable
- experience of budget management and working with freelancers/external agencies
- ability to prioritise in a fast-paced environment
- confident and professional

- a positive and flexible approach to working in response to BAC's needs
- an understanding of the creative industries is desirable
- experience of business to business marketing is desirable
- design skills (Adobe Photoshop and InDesign) are desirable

SCHEDULE & FEE

£10,000 fee to set up the campaign and sell 40 memberships within three months.

A further £10,000 fee to sell an additional 80 membership by 31 July.

A bonus on hitting the total target of 120 memberships to be negotiated.

We are open to hearing from you how this could work. The final terms will be agreed with the appointed individual or company and will be dependent on experience.

YOUR APPLICATION

Please send expressions of interest in the form of a brief covering letter and CV to Recruitment recruitment@bac.org.uk.

Email Recruitment or call 0207 326 8228 with any enquiries.