

SOMERSET HOUSE

Role:	Exchange Manager
Department:	Somerset House Exchange
Reports to:	Head of Tenants & Retail / Makerversity
Salary:	Competitive
Working hours:	Hours of work are an average of 37.5 hours per week. The job responsibilities will sometimes require irregular hours, including some work in events, weekends and on public holidays.

Somerset House is a new kind of arts centre in the heart of London, designed for today's audiences, artists and creatives – an inspirational community where contemporary culture is imagined, created and experienced.

As well as welcoming over 3 million visitors annually to the site and to our year-round programme of exhibitions and events, Somerset House is home to the largest and most diverse creative communities in the country – from one-person start-ups to successful creative enterprises including British Fashion Council, Dance Umbrella, Improbable Theatre, Hofesh Schecter Company and Dartmouth Films.

We have also transformed former Inland Revenue offices into Somerset House Studios – a new experimental workspace connecting artists, makers and thinkers with audiences. Currently housing over 80 artists and Makerversity (a community of over 330 emergent makers), Somerset House Studios is a platform for the development of new creative projects and collaboration, promoting work that pushes bold ideas, engages with urgent issues and pioneers new technologies.

This autumn we are taking this a step further by opening a new shared workspace – Somerset House Exchange – in the last part of the Somerset House site to be developed. Supported by the Mayor of London's Good Growth Fund, the new Somerset House Exchange will transform 6,500 sq feet of disused heritage space into creative-led shared workspace for around 400 individuals and fledgling creative enterprises.

The aim is to provide a supportive working environment for people and ideas chosen for their creative potential. Somerset House Exchange will maximise the combination of affordability, creativity and diversity.

We have just started to publicise details of the new shared workspace and are beginning the recruitment process for creative freelancers, individuals and small businesses who would like to join Somerset House Exchange. We are working with AOC Architects on the space, which benefits from remarkable, original architectural details. There is space for 200 desks and there will also be a café and bar area.

ROLE AND RESPONSIBILITIES

The Exchange is due to open in October 2019 and this role will be the first dedicated member of staff to join the team. We are looking for an exceptional manager who can play a key role in shaping the character of Somerset House Exchange, help curate the membership mix and create an environment that builds on the rest of the Somerset House resident community and facilitates maximum collaboration and cross-pollination.

As such, and in the role of Exchange Manager you will be responsible for the journey of setting up this amazing new project. You will be working closely during this phase with the Trust's Property and Estates Teams together with Makerversity, a key partner who is supporting Somerset House. Key responsibilities will include:

- Developing a sales strategy, identifying potential members and leading on advertising and business development to sign members up, converting enquiries to sales
- In conjunction with the Trust's Estates team assisting with the final design and layout of the space and the facility offer
- Working alongside the Trust's Marketing department to create marketing content for this venture
- Developing the strategy and plan for community engagement
- In partnership with the Trust's Head of Learning and Skills developing a plan for the bursaries to be offered
- Recruiting other members of your team
- Working with other people across the Trust organising the official launch of this space

Once this workspace has been set up and opened you will have management responsibility for the team and your ongoing responsibilities will include:

Community Engagement

- Overall management responsibility for the Exchange community including maintaining comprehensive records for members
- Building positive relationships with the members and developing a community ethos including connecting people together
- Developing an ongoing strategy and plan for community engagement
- Leading on all community contracts including invoicing and payments
- Identifying and leading social events for the community
- Managing suppliers and contractors

- Designing and conducting annual feedback surveys from the members
- Seeking to continuously improve the membership offer

Facilities

- Liaising with the Estates and IT teams with regards any facilities/IT issues which arise
- Consulting with the Estates Team when coordinating events to ensure all health and safety and security obligations are met
- Overseeing cleaning and other external services
- Ensuring high standards of health and safety and security are always maintained within the space

Business Development and Finance

- Continuously updating strategy for sales, converting enquiries into sales
- Meeting potential new members, providing tours and conducting inductions for new members
- Responsibility for the Exchange budget and maintaining on budget running costs, meeting sales targets and managing churn rate
- Working alongside the Trust's Marketing Team in the management of the social media and web content
- In conjunction with the Trust's PR team helping identify appropriate PR opportunities
- Benchmarking offer with relevant competitors to ensure continuous improvement

PERSON SPECIFICATION

The successful candidate will be able to demonstrate the following:

- Experience of setting up and running a similar coworking space
- Solid customer service experience at management level
- Experience of managing staff
- Strong project management, organisation and coordination skills
- Experience of managing and building relationships, ideally within the creative industry
- Excellent attention to detail and accuracy and a real multitasker who enjoys a varied work load
- Accurate budget management skills
- Ability to prioritise own workload and deliver to deadlines
- A clear and confident communicator
- A collaborative team player with a 'can-do' attitude, personal drive, resourcefulness and initiative
- A solution driven problem solver
- Experience of Nexodus or similar coworking management software

Somerset House is open to all and we value the unique skills of everyone. Somerset House Trust is an equal opportunities employer and is committed to encouraging equality, diversity and inclusion in our workplace, so if you're a suitably qualified applicant we'll welcome your application whatever your age, disability, gender, gender identity, race, religion or belief, sexual orientation or socio-economic background.

