



Somewhere – Sales and Development Co-ordinator

**Ideally Cairngorms-based (working from home) due to the nature of the work
Fixed term, 3-month freelance engagement**

Who we are:

Somewhere EDI Community Interest Company ('Somewhere') is an LGBTQ+ led social enterprise supporting the LGBTQ+ communities across Scotland and beyond. We publish *Somewhere: For Us* magazine and podcast every quarter (print and digital), and we run the Rainbow Enterprise Network (Scotland's first LGBTQ+ and ally business network). Find out more at: www.somewhereedi.org and www.somewhereforus.org

We are hiring!

We are looking for a dynamic, motivated and hardworking person to join our small team to support with:

- The next stages of development of our Rainbow Enterprise Network (REN)
- Expanding our *Somewhere: For Us* magazine membership
- Increasing advertising revenue for the magazine and podcast

This will be achieved through relationship-building with businesses and organisations within the Cairngorms National Park area and beyond.

This new fixed-term role involves a combination of desk-based, phone and in-person outreach to explore opportunities. It involves pro-active enquiry, lead generation and sales conversion, and informal and formal exploratory meetings (in person and/or online) to identify and convert new sales leads into paid memberships and advertising bookings.

The role will also assist in establishing new relationships with like-minded organisations who may be interested in collaborations for future events and projects, as part of Somewhere's thriving eco-system.

Key tasks:

Community development and relationship building

- Making initial steps in engaging and connecting with a broad spectrum of businesses in the Park (and beyond) to begin new relationships and partnerships, supporting local community development
- Engaging with local groups, community associations and community gatekeepers to build trust and make new connections specifically with LGBTQ+ owned businesses
- Engaging with LGBTQ+ friendly businesses in the Park (and beyond), enabling new relationships and the potential for future partnerships and collaborations.

Advertising lead generation – focus on increasing revenue

- Developing our database of advertising sales opportunities to support to promote the work of the Rainbow Enterprise Network and *Somewhere: For Us* magazine

- Proactively approaching organisations to advertise in *Somewhere: For Us* magazine and/or podcast, managing and converting sales leads
- Identifying and approaching potential sponsors for sections within the magazine and for *Somewhere* events

Admin support

- Associated administration activities involved in database building and management, sales leads generation and conversion management plus other appropriate tasks relevant to the development of the Network and magazine.

Key skills and competencies:

Essential	Desirable
Experience in a sales and relationship-focused role, generating leads and converting to sales	Knowledge of the Cairngorms area and communities within it
Excellent organisational skills	Knowledge and experience of working with LGBTQ+ community groups
Focused and self-motivated, task-orientated	Knowledge and experience of working with minority communities with protected characteristics
Excellent communication skills, a people person. Good influencing and persuasion skills, with a friendly personality	
Excellent relationship-building skills	
Eye for detail, data management and data handling skills	
Strong IT / Office Suite skills	
Values align with our organisational values, as a fully-inclusive LGBTQ+ social enterprise	

Details of role:

The role is for a fixed period of 16 January to 30 March 2023 inclusive (funding restricted).

Hours:

21 hours per week @ £21.50 per hour, for 11 weeks on a freelance basis. Overall project fee of £4966.50 excluding tax and NI (to be paid by contractor).

To apply:

Please send a covering letter explaining why you are the right person for the position, along with a CV, to hello@somewhereforus.org

Deadline for applications: 3rd January 2023

Interviews: To be held w/c 9 January 2023 (online)

More about us: @Somewhere_ForUs and @Somewhere_REN on Twitter and Insta

