

MACHYNE

POSITION: Community Manager
STATUS: Exempt
ORGANIZATION: 16 Tech Community Corporation
REPORTS TO: Executive Director, Machyne

ORGANIZATION OVERVIEW

Opening in January 2021, Machyne will be a 15,000 square foot facility in the heart of the 16 Tech Innovation District and owned by the non-profit 16 Tech Community Corporation. A workshop well-equipped with high-tech and classic design and fabrication resources, Machyne will offer a full spectrum of tools, classes, and events to a diverse community of members in order to help people turn their ideas into physical and digital products. Tools will range from woodworking and welding equipment to 3D printers and laser cutters to desktop and virtual reality design resources. Community members will represent a diverse group including professional designers, engineers, and fabricators who wish to create new product prototypes and inventions; K-12 students looking for hands-on STEAM experiences; hobbyists who wish to bring their projects to life; and adults interested in exploring workforce development opportunities, among others. The mission of the facility is broad: its true product is the sense of shared optimism among community members that comes from learning and making together.

Located in HqO, the innovation hub at 16 Tech, Machyne will operate in a vibrant building that includes flexible office space and an artisan marketplace with food, beverage, and event space. Creative opportunities exist to collaborate on bundled memberships, services, resources, and unique experiences to produce together.

At 16 Tech Community Corporation, we believe we have a responsibility to drive inclusion and equality in our community, our workplace and the 16 Tech Innovation District. We are committed to creating equitable opportunities for people from diverse backgrounds and inclusive environments for all to thrive and participate through inclusive programs, hiring processes, benefits, and more.

To learn more, please visit www.16tech.com/machyne.

POSITION OVERVIEW

The Community Manager for Machyne will be responsible for generating, amplifying, and promoting the culture of 16 Tech's makerspace through marketing as well member and event management. Machyne will be a community for designers, entrepreneurs, fabricators, technologists, creatives, educators, and more. Many of these people will be attracted to the "mission of making" at the makerspace, but not all members will actually *use* these tools. It is critical to maintain a culture of optimism, learning, empowerment, and community, all in a social yet professional manner.

Because the majority of the members of the makerspace will be new to the maker culture, a positive and friendly personality, empathy for novices, comfort communicating with all manner of personality types (from techies to artists), and a hospitality or service-oriented mindset are key.

JOB RESPONSIBILITIES

Marketing/communication and sales

- Promote the products of the makerspace (events, classes, memberships, studio rentals), and assist with content creation to market these products
- Execute sales of these products (provide in-person tours; advertise through traditional and digital channels; generate leads)
- Manage the website and Machyne's social media presence to promote the activities and mission of the makerspace and engage the maker community
- Coordinate with the Workshop Manager to identify projects, stories, or experiences happening within the membership and capture media (photos/videos/copy) to promote through various communications channels (including social media, newsletter, blogging, and more)
- Provide tours of the workshop, demonstrations of the various tools, and simple introductory lessons for K-12 groups, community groups, college students, workforce development programs, entrepreneur/startup organizations, corporate team building groups, and more

Membership management

- Manage individual member needs (special requests, billing, refunds, etc.)
- Coordinate with member organizations (neighborhood organizations, schools, corporate members) to develop programming and events specific to their needs; negotiate pricing and/or in-kind trades with these organizations
- Keep informed of, respond to, and curate membership culture by monitoring social media, newsletter responses, posts in our community management app, and digital and face-to-face meetups and town halls

Events management

- Conceive of, plan, promote, and execute regular events at the makerspace (within the current climate of COVID-19 safety precautions, and then again as our environment improves). These may be several times a month, and may range from members-only events for a handful of people to larger events with 50 to 75 people. Coordinate with the Workshop Manager for exclusive corporate team-building exercises, which may require use of the tools areas / demonstrations / hands-on "make-and-takes," etc.
- Manage furniture, catering, A/V needs for events
- Coordinate with groups hosting events at the makerspace (e.g. meetups, hobby organizations, communities managed by members of the makerspace, and more)
- Capture or coordinate capture of media from events

Makerspace/community management and admin

- Interface with instructors to teach classes at the makerspace. This includes identifying classes which the membership wants but which are not specifically related to tools (for example coding, web design, entrepreneurship, marketing, graphic arts, and more) and helping to recruit instructors, scheduling, allocating resources and marketing for these classes.
- Maintain records (memberships, events fees, basic accounting, timesheets for part-time employees, interns, and apprentices)
- Manage members, volunteers, interns, apprentices, and others who wish to help with various aspects of the makerspace operations
- Coordinate with operators of other entities in located in HqO including 1776 and the AMP to co-promote each others' unique services, identify ways to bundle services, and to conceive of creative ways to cooperate in interesting experiences for members.
- Coordinate with the Communications Director of 16 Tech Community Corporation to provide social content, events calendar, etc. as needed.

QUALIFICATIONS

It is preferable that the Community Manager have at least basic experience in several of the following skills, and expertise in at least one: community management; sales; events planning; hospitality; public speaking; writing; photography/videography/social media; and/or graphic arts. It is not expected that any single person will have all of these experiences. Therefore, a willingness to learn a wide variety of skills and flexibility to adapt to different situations all while maintaining a professional and friendly demeanor are critical.

Individuals with experience in retail, restaurant/hotel management, events management, non-profit administration, or simply fast learners who can capably manage people of varied personality types in a dynamic environment and with a smile are encouraged to apply.

DETAILS

The Community Manager will coordinate closely with the Workshop Manager, both of whom will report to the Executive Director of Machyne.

- Approximate hours 9am-5pm, 5 days a week, with occasional evening and weekend requirements
- Salary and benefits commensurate with experience
- Applications will be accepted on a rolling basis; interested candidates are strongly encouraged to submit their resume and cover letter by October 2 to alex@machynemakerspace.com.

16 Tech Community Corporation, Machyne, and related entities are Equal Employment Opportunity and Affirmative Action Employers. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender perception or identity, national origin, age, marital status, protected veteran status, or disability status.