



Job Description

Job Title	Membership Manager
Department	Marketing
Grade	D
Location	Barbican Centre
Responsible to	Senior Marketing Manager – Data & CRM
Responsible for	Membership Marketing Assistant and Membership Services Assistant

The Marketing Department within the Barbican Centre leads marketing strategy for an inspiring programme of world-class artistic events and creative learning activities across all major artforms (art, theatre, dance, music and cinema), and commercial activities including superb conferencing, catering and retail facilities.

The Marketing Department is responsible for maintaining and growing the Centre's reputation as a world-class cultural hub and for developing audiences for the diverse mix of programming we present. This is done through a dynamic mix of audience insight, brand development, customer relationship management and the creation and implementation of integrated and intelligent marketing campaigns.

The Barbican Membership scheme is a critical component of the Barbican's wider CRM strategy and provides audiences with a range of ways to engage on a deeper and more sustained level with the Barbican.

PURPOSE OF POST

- Manage the Barbican's membership programme including the development of strategies to drive member acquisition and retention under the guidance of the Senior Marketing Manager – Data & CRM.
- Act as a champion for the membership scheme within the Barbican to ensure member benefits are delivered across the organisation.

MAIN DUTIES

1. Membership scheme

- In consultation with the Senior Marketing Manager – Data & CRM build strategies to drive recruitment to the Membership programme including the regular interrogation



of the Barbican database to identify individuals with a high propensity to engage in the scheme.

- Regularly review all Members' benefits in order to effectively develop strategies that maximise revenue generation.
- Ensure all Members' communications actively emphasise the benefits of joining the scheme and support the Barbican's overall brand. Ensure appropriate differentiation from the Barbican's charitable giving programme.
- Drive the retention of existing members within the scheme including managing and developing effective renewal communications and ensuring the membership product evolves to respond to member needs.
- Manage the marketing of the membership scheme through all major Barbican communications channels including the Barbican website, email, all relevant print and social networks where appropriate.
- Work with colleagues within the Marketing team and artforms to ensure that member benefits including priority booking, discounts and events are delivered, acting as a membership champion at internal meetings when appropriate.
- Work closely with the commercial teams, including retail, restaurants and bars, to drive member secondary spend via targeted offers and events
- Manage the development of a regular and sustained events programme including pre and post-performance talks, open rehearsals, private views and drinks receptions.
- Develop potential partnership opportunities to drive member acquisition including media partnerships and promotions with 3rd parties including other cultural organisations.
- Act as line manager for the Marketing Assistant and Membership Services Assistant including conducting performance appraisals and allocating and managing their work particularly in areas of marketing campaign delivery including the production of copy, the briefing of design teams and agencies, and the production of email communication, print and the maintenance of relevant web environments.

Work with the Senior Marketing Manager – Data & CRM and other departments on the implementation of a new ticketing system, with a particular focus on Membership. Use knowledge of existing membership processes, reporting and lifecycle marketing to suggest improvements and changes to the way the scheme operates both internally and externally.



- Act as the main point of authority within the organisation for the membership scheme

2. Development/Fundraising

- Support the Development team with the strategy, marketing and fulfilment of a new donation led level of membership

3. Communication

- Ensure Audience Experience and Box Office teams are briefed on the membership programme and any marketing activities on initiatives to encourage upsell of the programme.
- Regularly attend artform meetings to update and advocate for the programme.
- Collaborate with the Barbican press team to ensure all press opportunities are fully exploited.

4. Budgetary Responsibility

- Manage expenditure for the membership programme including monthly forecasting for Finance when appropriate.
- In conjunction with the Senior Marketing Manager – Data & CRM manage income for the membership programme against annual targets.
- Ensure that expenditure is recorded and monitor this against forecasted spend
- Oversee the Marketing Assistants (Membership) in the prompt raising of purchase orders.

5. Brand

- Ensure all Barbican Membership communications adhere to Barbican brand visual identity and tone of voice guidelines.
- Commission artwork and design as appropriate for the development of marketing materials to support the Membership programme.

6. Research and Reporting

- In collaboration with the Data Marketing Executive report on membership key performance indicators set by the Senior Marketing Manager – Data & CRM as part



of a monthly Membership summary presented to the Barbican's Senior Management Team

- Oversee Membership Marketing Assistant on the production of an annual Member satisfaction survey, and periodic research surveys.

7. Other Duties

- Perform other duties as reasonably requested by the Senior Marketing Manager – Data & CRM
- Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
- Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.



Person Specification

Job Title	Membership Manager
Department	Marketing, Barbican Centre
Grade & Level	D
Trent Position Number	05B0266/001

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (A), interview (I) or test (T) as indicated below.

Professional Qualifications / Relevant Education & Training

Essential

- Good knowledge and understanding membership programmes (A, I)
- Skills in marketing campaign planning, production and evaluation particularly in direct and digital marketing channels (A, I)
- Excellent copywriting and editing skills (A, T)
- Good financial skills in order to manage a budget and plan and forecast expenditure (A, T)
- Excellent written skills in order to manage all written communications for the Membership scheme (A)
- Excellent verbal communications skills in order to influence change internally and externally (A, I)

Experience Required

Essential

- Leading a membership programme within a major institution. (A, I)
- Creating and executing marketing campaigns including the development of strategy, creative development and implementation. (A, I)
- Demonstrable success in managing customer / member relationships. (A, I)
- Experience in using CRM systems (A, I)
- Experience of managing staff (A)
- Devising and delivering presentations to large groups (A, I)
- Forging promotional partnerships to support strategic objectives (A, I)

**Desirable**

- Previous experience of devising and managing the delivery of an events programme. (A, I)
- An enthusiasm for, and interest in, the arts (A)
- Experience of sales reporting. (A, I)

Other Relevant Information e.g. working hours or desirables (only if applicable)

35 hours per week – Monday to Friday with some evening and event work required. A time off in lieu arrangement is applicable in such cases.

Recruitment – Note to Applicants

These key skills and core behaviours will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address each of these on the application form on the section for supporting information.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.



Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Salary

The salary range for this job is £34,230 - £38,730 per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Contract

The position is offered on a Permanent basis

Hours of Work

Normal hours of work are 35 hours per week excluding lunch breaks, Monday to Friday, inclusive but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

There is an entitlement of 28 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.



Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

One month by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

Employee Volunteering Programme

Through its partnership and regeneration work, the City of London aims to contribute to the social and economic regeneration of the seven boroughs bordering the City: Camden, Hackney, Islington, Lambeth, Tower Hamlets and Westminster. These boroughs contain some of the most deprived neighbourhoods in the country.

The Employee Volunteering Programme, established in 2002 allows staff to volunteer their time, skills, knowledge and expertise to benefit local residents whilst developing their own professional skills. All staff are given the opportunity, subject to line management agreement, to take 2 days of volunteering leave per year to enable them to do this.