

Job Description

Job Title	Membership Events and Marketing Assistant
Department	Marketing
Grade	B
Location	Barbican Centre
Responsible to	Membership Marketing Manager
Responsible for	n/a

The Marketing team brings the Barbican's iconic brand to life with engaging campaigns that connect audiences with our vision of arts without boundaries. We lead the marketing strategy for our world-class arts and learning programme and we collaborate closely with our commercial teams. We're responsible for developing audiences, generating revenue, and building the Barbican's reputation nationally and internationally. We achieve this through a mix of audience insight, brand development, customer relationship management, digital innovation and bold, intelligent campaign activity.

The holder of this role will support the marketing and smooth running of the Membership Scheme and will also get the opportunity to engage in cross-arts projects that contribute to the overarching work of the department.

PURPOSE OF POST

- Support the Membership Marketing Manager in efforts to gain new members and retain current members through a strategic member events programme, targeted retention and acquisition campaigns, providing excellent customer service to members and working with our commercial teams to help deliver onsite membership benefits including the Members' Lounge.
- To work on marketing initiatives and projects that cross our art forms (Music, Theatre & Dance, Cinema, Art & Design) and support Creative Learning and Audience Development as appropriate.

MAIN DUTIES

Membership Scheme

- Provide excellent customer service to existing members, acting as the first point of contact for general membership enquiries via the phone, face to face and email, and undertaking membership administration tasks on our ticketing system, including selling and activating memberships.
- Actively promote the Membership scheme and manage the Members' art gallery Desk in the Barbican Centre on a regular basis by proactively assisting Members and non-members with enquiries, including recruitment and renewals, and upselling membership to non-members.
- Collate and respond to feedback from Members to ensure membership satisfaction levels are kept to a high level, and regularly consider areas for improvement within the scheme to suggest to the Membership Marketing Manager.
- Assist the Membership Marketing Manager in responding to concerns and complaints regarding the membership scheme within the agreed timeframe.
- Assist the Membership Marketing Manager in researching and seeking out new promotions and partnerships externally in order to extend the membership offer outside of the Barbican.
- Assist the Membership Marketing Manager in ensuring the smooth running of the Members' Lounge, including acting as the first point of contact with the in-house caterer.
- Assist the Membership Marketing Manager in maintaining and improving in-house catering and retail offers for Members.
- Collate relevant feedback from Members' Lounge surveys, highlighting areas for improvement to the Membership Marketing Manager.
- Consistently track and monitor membership levels in order to reach forecasted targets
- Assist the Membership Marketing Manager in implementing any changes to the structure of the scheme that may arise

Membership Events

- Support the Membership Marketing Manager in the planning, organising and promotion of Members' events to aid acquisition and retention of members.
- Book events on Artifax (the Barbican's event management system) and liaise with relevant departments regarding room availability and staff briefings.
- Regularly attend Members' events, to ensure the smooth-running of events and engage with Members

- Ensure information and data following Members' events are recorded appropriately including attendance levels and costs.
- Collate feedback on Members' events and carry out regular reporting on events programming, highlighting areas for improvement with the Membership Marketing Manager.

Marketing

- Liaise with relevant internal departments, including Customer Experience, to ensure that they are appropriately briefed on all planned marketing activity to support both Membership acquisition and retention.
- Assist the Membership Marketing Manager to carry out targeted campaigns, including phone campaigns, to increase acquisition and retention and to encourage membership upgrades.
- Regularly monitor and improve Membership renewal rates, through targeted renewal campaigns and improvements to the CRM journey.
- Assist the Membership Marketing Assistant when needed with the production of marketing and communication materials, such as emails, leaflets, posters and online content to support the scheme.
- Assist with the production of Members' event, Members' Lounge and other Membership marketing materials such as web pages, event emails and surveys, print, digital and social media activity to promote benefits of the scheme.
- Create briefs and book in digital and print design jobs with our in-house Design Studio
- Work alongside the Membership Marketing Assistant as required, including liaising with the Marketing Insights Analyst and the Barbican's mailing house, to ensure that membership cards are produced and weekly New Member Card mailings are completed within the agreed time frame.
- Work with the Membership Marketing Assistant in the preparation of all regular Membership communications (monthly Guide mailings and weekly emails), including liaising with the relevant Marketing campaigns teams to source copy and images, and proof-read.
- Ensure all communications adhere to Barbican brand guidelines and policy.
- Ensure all Membership materials are archived correctly, including all Guide mailings, email communications and any other literature produced to support the scheme.

Research and Reporting

- As directed by the Membership Marketing Manager, assist in the production of Member satisfaction surveys.

- Responsible for keeping up to date with the membership sector, including carrying out regular benchmarking against competitor schemes to report back to the team.

General Administration

- Liaise with the Ticket Sales team to ensure all Direct Debit payment letters are fulfilled in line with BACS legislation as well as gathering all data and mail merge letters.
- Work with the Marketing Insights Analyst to report on membership figures, identify new reporting needs, and regularly monitor new and renewing rates, and report back to the team on a weekly basis.
- Identify and flag opportunities for greater insight into membership events performance and improvements
- Ensure all purchase orders are raised promptly and recorded within the Membership budget spreadsheet.

Other Duties

- 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.
- To undertake any other duties that may reasonably be requested appropriate to the grade.

Person Specification

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Department	Marketing
Grade & Level	B
Trent Position Number	

Please find below the key skills, experience and core behaviours required to undertake this post.

Experience Required

Essential

- Genuine interest in the arts sector, membership and/or marketing
- Excellent written and verbal communication skills
- Ability to work in a team, building good working relationships internally and externally
- Self-motivated, inquisitive and able to act on own initiative
- Good attention to detail
- Flexibility and the ability to schedule and prioritise complex workloads
- Understanding of digital marketing and social media
- Understanding of and demonstrable interest in planning and delivering events

Desirable

- Previous experience of working in an arts, membership and/or marketing environment
- Experience of working with CRM, CMS and email systems
- Experience of working with external partners
- Experience of working with an events management system (e.g., Artifax)

Other Relevant Information

- Office hours are Monday to Friday 10:00 to 18:00.
- Additional work at evenings or weekends will be required for delivering Member events, whereby a time off in lieu arrangement is applicable.

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

Starting salary for this job is £24,880 per annum inclusive of London Weighting. 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

The hours of work are 10:00 – 18:00, Monday to Friday, being 35 hours per week excluding lunch break, 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 24 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.