

Job Description

Title:	Communications and Membership Manager
Remuneration:	£30,000 per annum
Hours of work:	Full time 35 hrs/week. Some early morning, evening and weekend working required.
Location:	Better Bankside, Bankside Community Space, 18 Great Guildford Street, London SE1 0FD
Duration:	Permanent
Reporting to:	Deputy CEO

About this job

The Communications and Membership Manager will help Better Bankside achieve its vision of becoming the 'best neighbourhood in the world' and will be instrumental in communicating this ambition to our membership of over 650 businesses.

Better Bankside is evolving from a service provider to a customer-orientated organisation. It is key to our success as an organisation that our members play a vital part in helping us to shape the Better Bankside programme. The Communications and Membership Manager will drive forward an effective and systematic approach to engaging with the membership in the lead up to our 2020 ballot. As a key contact at the organisation for business members and their employees, the post-holder will thrive on relationship building.

About Better Bankside

Better Bankside is a Business Improvement District (BID) in Southwark, London. Its aim is to make Bankside a thriving place to work, live and visit and, ultimately, to become the 'best neighbourhood in the world'. Better Bankside was formally established in 2005 and was the third BID in the UK.

A Business Improvement District (BID) is an independent, business-owned and led company, which seeks to improve a given location for commercial activity. Better Bankside's members are the 650+ companies in the BID area (between Hatfields in the west and London Bridge in the east, and south from the River as far as Union Street, Borough Station and Webber Street) who pay its annual 'levy'. Many of these are heavily involved in the governance of the company.

Every five years the business members are given the opportunity to vote on the continuation of the BID. We are currently mid-way through our third term, having achieved overwhelming support in our 2015 ballot where 88% of businesses voted in favour of another five year term. The next ballot will take place in 2020.

Job Overview

The Communications and Membership Manager will develop and implement the annual business plan for the Business Club theme group. The post-holder will be responsible for delivering an exciting and varied programme of member events that facilitate networking between businesses, engage local employees and foster a vibrant community spirit. The Communications and Membership Manager will also play a role in the delivery of corporate communications to promote Better Bankside's projects and services to a range of stakeholders.

Responsibilities

Member engagement

- Engage with businesses, employees, landowners and other stakeholders.
- First point of contact for new businesses when they move to Bankside.
- Measure adoption of services and report on depth and breadth of engagement.
- Commission independent research to measure awareness of the Better Bankside brand, sub-brands and services.
- Manage the ambassador scheme, recruiting Better Bankside 'champions' within local businesses.
- Record stakeholder interactions on the CRM system and use data for targeted communications.
- Manage sector profiling of member businesses.
- The post-holder will play a key role in planning and implementing the 2020 ballot campaign.

Communications

- Prepare corporate communications including printed collateral and monthly e-newsletters promoting Better Bankside's services and events to local businesses and their employees.
- Commission research and collate data for inclusion in Bankside Insights – a publication featuring facts and stats about Bankside.
- Involvement in the redevelopment of a new Better Bankside website.
- Manage content and upload resources such as event listings to betterbankside.co.uk.
- Content creation for Better Bankside's social media channels including twitter and LinkedIn.
- Manage the Buzz card local discount scheme.

Events

- Organise Better Bankside's major annual networking events; the summer and winter parties, managing all elements of the event planning process.
- Plan a programme of monthly business seminars.

- Organise and promote employee engagement events as required (e.g. the annual Pancake Day race, social events and wellbeing initiatives).
- Coordinate campaigns to promote member businesses (e.g. A Better You fitness and wellness month).
- Collaborate with neighbouring BIDs to deliver joint events and networking opportunities.

Governance

- Convene and service the Business Club theme group. Arrange and minute theme group meetings.
- Convene and service stakeholder group meetings such as Borough Market Environs and Southwark Street Landowners.

Person specification

The ideal candidate will be passionate about working with businesses from a range of sectors to engage and develop positive working relationships. The Communications and Membership Manager is a personable, confident communicator with the ability to identify and respond to the needs of the businesses.

Required skills and competencies

- Confident, friendly and professional telephone, email and in-person communication skills (Essential)
- Excellent written communication skills including writing, spelling and grammar (Essential)
- Able to prioritise and manage own workload, working under own initiative (Essential)
- Thorough and accurate with excellent attention to detail (Essential)
- Able to confidently develop positive and productive working relationships with Better Bankside members, partners and stakeholders (Essential)
- Able to use creativity to design and organise engaging events for businesses and their employees (Essential)
- Confident user of standard MS Office software packages (Essential)
- Strong administrative skills (Desirable)

Required experience and education

- Educated to degree level (or equivalent further education qualification) with experience in a communications role and/or experience of working within a membership organisation (Essential)
- Events management (Desirable)
- Experience of working with a CRM system (Desirable)
- Arranging and administering meetings, including minute-taking (Desirable)

- Understanding of Business Improvement Districts (Desirable)
- Interest in Bankside as an area to live, work and visit (Essential)

How to apply

To apply, send:

- Your **CV** describing your relevant educational, extra-curricular and employment experience
- **Cover letter** (max. 2 sides) outlining
 - Why you want the role
 - How your skills and experience match the person specification
- Completed **Better Bankside equal opportunities** monitoring form

to Rahima Begum, Office Manager: rb@betterbankside.co.uk or Better Bankside, Bankside Community Space, 18 Great Guildford St, London SE1 0FD.

Closing date: 9am, Tuesday 30th January 2018

Interviews: Wednesday, 7th February

Start: ASAP

Incomplete applications will not be considered. We regret that owing to the high level of response expected we will not be able to contact unsuccessful applicants. Applicants must be able to demonstrate the right to work in the UK.