



Membership Manager, Better Bankside

Remuneration: £32,000 per annum

Hours of work: Full-time: 35hrs/week. 9am – 5pm Monday – Friday with some evening and early morning working required

Location: Bankside Space, 18 Great Guildford Street, London SE1 0FD

Reporting to: Head of Marketing and Communications

Start date: ASAP

Job overview

This is a fantastic opportunity for an individual who is confident in relationship management and engagement to thrive in a membership organisation in Bankside.

Better Bankside is a customer-orientated organisation; it is key to our success that our members play a vital part in shaping our programme. The Membership Manager will drive forward a strategic and systematic approach to engaging effectively with Better Bankside's membership of over 800 businesses in the lead up to our 2020 ballot and beyond.

The Membership Manager will develop and implement the annual business plan for the Bankside Business Network theme group, responsible for bringing Bankside businesses together. 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 post-holder will report into the Head of Marketing and Communications, with the support of the Communications and Events Officer.

The Membership Manager will help Better Bankside achieve its vision of becoming the 'best neighbourhood in the world'.

RESPONSIBILITIES

Member engagement

- Develop and implement a strategic and systematic approach to engagement with businesses and their people, landowners and other stakeholders, increasing awareness of our programme.
- Provide the first point of contact for new businesses when they move to Bankside, and support businesses ahead of their move where required.
- Monitor adoption of services and report on depth and breadth of engagement.
- Work with all theme groups to increase opportunities for member engagement. Facilitate connections between businesses and theme managers, deepening engagement across the Better Bankside programme.
- 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.
- Manage the CRM system, developing new ways of using and reporting data, including the migration of all member data to the CRM system.
- Manage sector profiling of member businesses.
- Provide excellent customer service for members through timely response times and tailored communications.

- Promote a thriving business ecosystem, fostering a culture of collaboration and working with neighbours to keep business in Bankside.
- The post-holder will play a key role in planning and implementing the 2020 ballot process and subsequent ballot campaigns.

Events

- Develop and manage a programme of events that provide opportunities for Bankside organisations and their people to build their networking and make connections, maximising attendance from member businesses.
- Oversee/manage a programme of employee engagement events that support skills development and improve the wellbeing of the Bankside workforce.
- Ensure the programme of events engages, informs and inspires, appealing to the diverse range of businesses in Bankside, across a spectrum of sector and sizes.
- Collaborate with neighbouring BIDs to deliver joint events and networking opportunities.
- Coordinate campaigns to promote member businesses (e.g. Better You fitness and wellness month).

Communications

- Review the need for new/updated collateral to support engagement with membership.
- Support development of the ballot proposal document in future ballots.

Governance

- Develop annual and five year business plans for the Bankside Business Network.
- Manage the annual budget for the Bankside Business Network.
- Convene and service the Bankside Business Network theme group. Arrange and minute meetings.
- Convene and service stakeholder group meetings such as Borough Market Environs and landowner group meetings.

PERSON SPECIFICATION

Required skills and competencies

- Able to confidently network and develop positive and productive working relationships with Better Bankside members, partners and stakeholders (essential)
- A competent communicator with a friendly and professional manner via telephone, email and face to face meetings (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 use creativity to design an engaging events programme for businesses and their employees (desirable)
- Experience of working with CRM systems (essential)
- Arranging and administrating meetings, including minute-taking (essential)
- Confident user of standard MS Office software packages (essential)
- Strong administrative skills (desirable)

Relevant experience and education

- Educated to degree level (or equivalent further education qualification) with experience in a membership or outward/client-facing role requiring engagement with industry executives of all levels **or** equivalent relevant practical experience (essential)

- Previous involvement with events management (desirable)
- Understanding of Business Improvement Districts (desirable)
- Interest in Bankside as an area to live, work and visit (essential)

About Better Bankside

Better Bankside is a partnership, a collective of local businesses, working closely with other community stakeholders to co-create a programme that benefits the whole neighbourhood. Over the past fifteen years we have worked hard to shape our district and grow Bankside's reputation as a place to invest in, a place where people are proud to work and want to spend time.

This is an opportunity to join a small team which makes a big impact in the Bankside neighbourhood. In our friendly team of twelve, there are plenty of opportunities to get involved across many areas of the business and work with a variety of stakeholders. Everyone at Better Bankside is passionate about their area of work, and the Bankside neighbourhood.

Bankside is a world class neighbourhood with a special character and a rich heritage. On the other side of London's mainstream for centuries, Bankside became a natural landing place for outsiders and free thinkers. Today, rich in art, entertainment and culture, Bankside has a bold and independent spirit shaped by its past - an 'otherness' that inspires creative thinking.

Better Bankside is a Business Improvement District (BID) in Southwark, London SE1. Its job is to make Bankside a thriving place to work, live and visit. Better Bankside was the one of the first BIDs to be established in the UK, there are now over 300.

A 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 800+ companies in the BID area (between Blackfriars Road in the west and London Bridge in the east, and south from the River as far as Great Suffolk Street and Borough Station) 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 in our ballot year and preparing for the new term, 2020 – 2025. We achieved overwhelming support in our 2015 ballot where 88% of businesses voted in favour of another five-year term.

Applications

To apply, send a CV and covering letter (two sides maximum) to Kate Poulter at kp@betterbankside.co.uk. Your covering letter should address:

- why the role appeals to you
- what you hope to bring to the role, referring to the skills and competencies, and required experience, listed above.

Please also include completed equal opportunities form (this will not form part of the selection process).

Closing date for receipt of applications is **5pm on Wednesday 14 August 2019**. Interviews will take place w/c **Monday 19 August 2019**.