



# Digital Marketing and Communications Manager

## Candidate Information Pack



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# The London Library

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## OUR PURPOSE

The London Library is a registered charity dedicated to the advancement of education, learning and knowledge by the provision and maintenance of a lending library in London embracing every aspect of the Arts and Humanities. Founded by Thomas Carlyle in 1841, it has already played a central role in the intellectual life of the nation for over 175 years.

## OUR MISSION

Supporting scholarship, creativity and cultural enrichment

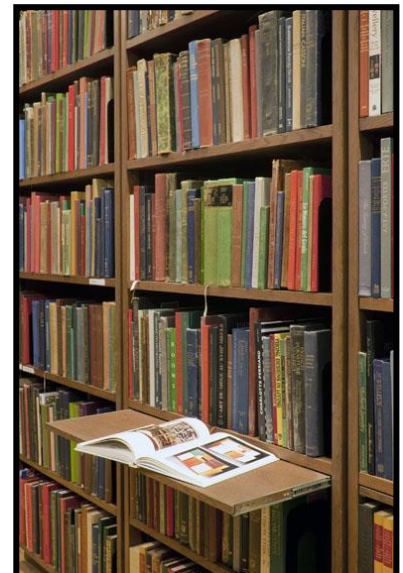
## KEY CHARACTERISTICS AND VALUES

**The London Library is ...**

### **A treasure-trove of knowledge**

By acquiring the most important published works in the arts and humanities in each generation and discarding almost nothing from its shelves, the Library has amassed an extraordinary collection of over one million volumes dating from the 16<sup>th</sup> century to the latest publications. A growing electronic library complements the printed collections.

We seek to provide the most direct and liberal access to knowledge by maintaining a high proportion of the printed collections on open-access shelves where the volumes may be freely browsed, with most available for loan. Likewise we seek to make the resources of our electronic collections available off-site (through our website) as well as within the Library premises.



### **A place of learning and enjoyment**

We believe in the intrinsic value of the life of the mind and its cultural expression so the Library offers facilities conducive to thinking, reading, scholarship and creativity.



Membership is open to all and many of our 6,500 members have no right of access to other loan collections of comparable depth and reach.

We seek to provide a prompt, reliable and courteous service, meeting and exceeding the expectations of users. Our highly-qualified and specialist staff operate in a spirit of keen collaboration with members, engaging with their individual research and reading interests whether those interests are professional or personal.

### **Independent**

Throughout its history, the Library has remained self-financing (supported by membership subscriptions, donations and bequests) and self-governing, with a committee of Trustees elected by and from the members. This independent status

brings many challenges but enables us to decide our own priorities, standing apart, when necessary, from fluctuating policy trends in local or central government.

We determine our future direction and priorities in keeping with our founding principles and the needs of all those who depend upon us. At the same time, we seek to create effective partnerships with a wide range of organisations in order to learn from others, share our own expertise and work together in pursuit of common goals.

### **Cosmopolitan**

The Library reflects the special character of London, being cosmopolitan in its collections and outlook. From the start, works were added to the collections in most European languages and many non-European ones; this practice continues with particular strengths in French, German, Italian, Russian and Spanish languages.

While providing a rich resource for London's residents, the Library also seeks to serve those much further afield. The Library's founder, Thomas Carlyle, held that "without reading, there is no intellectual living: a life without letters is death"; by working to increase access to the Library's collections and services (including an active postal loans and enquiry service and an ever-growing Electronic Library), we seek to ensure that no-one need go short of food for thought.

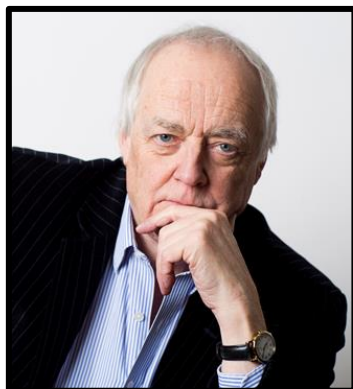
### **Steeped in history**



T S Eliot  
President 1952–1964

The Library's founding members included many of the most prominent writers and thinkers of the day (from Dickens to Darwin, George Eliot to Thackeray, John Stuart Mill to Harriet Martineau) and the roll-call of renowned members continues to this day. The history of the Library – its members, collections and premises – therefore offers a window onto the literary and intellectual history of the nation.

We take pride in our history and seek to preserve and promote awareness of our unique institutional archive among scholars and researchers around the world as well as interested general readers.



Sir Tim Rice  
President 2017–present

**OUR VISION FOR THE FUTURE** is to continue to provide generations of researchers, recreational readers, and writers of all kinds with the riches of a national library in the arts and humanities for use in their own homes or workplaces. As a leading literary institution, we aim to celebrate and promote the written word, stimulating ideas and creativity to the cultural enrichment of all.

For further information about the Library, visit [www.londonlibrary.co.uk](http://www.londonlibrary.co.uk)

## Introduction by the Membership Director

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Dear Candidate

Thank you for your interest in the post of *Digital Marketing and Communications Manager*. In this pack you will find a brief introduction to The London Library as well as information about the role and the sort of skills, knowledge and experience we are looking for.

The *Digital Marketing and Communications Manager* will be an important member of the Library's Membership team which is responsible for growing the Library's membership through recruitment of new members and retention of current members. The role reports to the Head of Communications and together you will be responsible for growing awareness of the Library and delivering the Library's new marketing and communications strategy in order to grow Library membership.

This is an exciting time to join The London Library as we begin to deliver a new five-year strategy which includes increasing our outreach, public access and external facing activities such as a new events programme. The marketing strategy includes moving to a more digital and content focussed approach in order to build awareness and engage new audiences with the Library. The Library is often described as a hidden gem, and while we understand that is a compliment and want to retain what is special within that, we must ensure it is more widely known about so that it can continue to offer inspiration and support to the readers, writers and thinkers of the future.

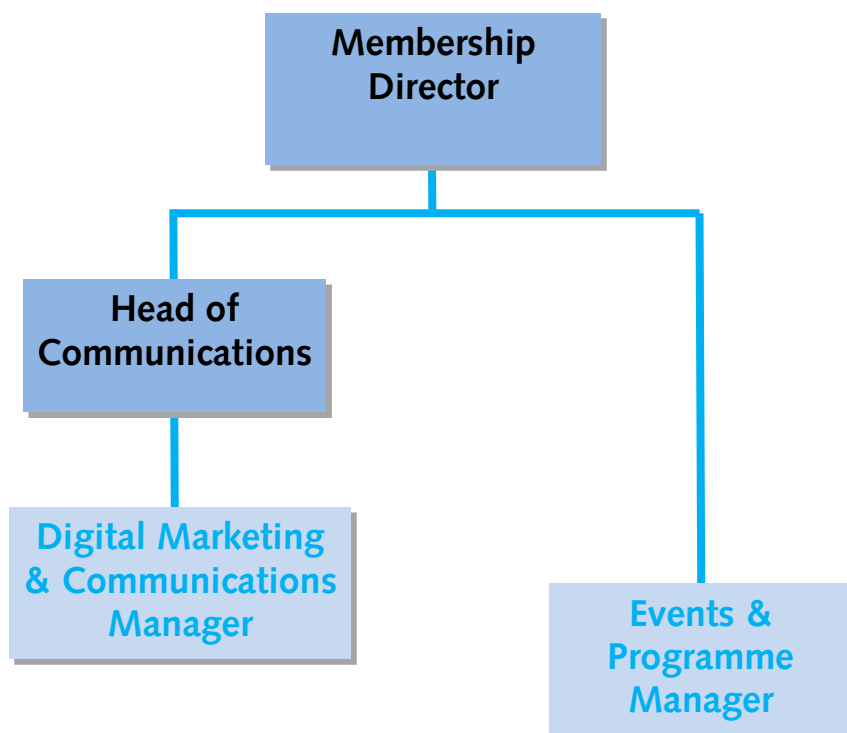
This role presents an excellent opportunity for the person with the right mix of skills, knowledge, creativity and ambition to be successful. I look forward to reading your application.

Felicity Nelson  
Membership Director

## Membership Department

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The Membership Department is made up of the Membership Director, Head of Communications, Digital Marketing and Communications Manager and Events and Programme Manager and is responsible for growing the Library's membership. There is a particular target for the next five years of growing from the current number of 6,500 members to 8,500. This will be achieved by both recruiting new members and improving retention of current members. There is a focus on growing the awareness of the Library as it is not as widely known as other similar organisations as well as a particular focus on first year membership engagement. The Department works very closely with others across the Library especially the Member Services and Development Departments.



# Digital Marketing and Communications Manager

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## Role: Summary

<b>Job title:</b>	Digital Marketing and Communications Manager
<b>Department:</b>	Membership
<b>Status:</b>	A permanent post subject to the Library's general employment policies
<b>Salary Band:</b>	E
<b>Location:</b>	St James's Square, London SW1
<b>Reports to:</b>	Head of Communications
<b>Key relationships:</b>	Membership Director Events and Programme Manager Development Director and members of the Development Team Head of Member Services Archive, Heritage and Development Librarian The Finance Office and the Membership Administration team Members, potential members and supporters Various external contacts, particularly PR Agency and the media, and print and design agencies Visitors to the Library
<b>Purpose:</b>	To contribute to and deliver the Library's marketing and member communications activities in order to grow the membership through recruitment and retention. To deliver content marketing and evaluating and modifying activities in order to achieve membership growth targets. To support activity designed to increase the awareness and profile of The London Library.

## Role: Key Duties

### Digital Marketing

- Working closely with the Membership Director and Head of Communications, plan and implement effective online marketing and promotional campaigns for member recruitment
- Plan, implement track and optimise online and offline marketing and communications activity, including SEO, PPC, email, social media and printed collateral to recruit, retain and engage members.
- Provide support with the use of member relationship management system (CRM - currently Progress), including the input and analysis of data, to support recruitment, retention and engagement objectives
- Create marketing campaigns which attract new audiences and include data capture and conversion across a marketing funnel

### Marketing Collateral

- Manage the creation and publication of all marketing material in line with marketing plans



- Prepare copy, including artwork where required, for promotional print, marketing collateral and exhibition stands
- Manage the print process including sourcing quotes and proof-checking
- Make effective use of the Library's membership database for direct mail campaigns, events and research purposes
- Liaise with media agencies on the delivery of advertising campaigns
- Organise press advert production according to technical specs and deadlines
- Deliver agreed digital advertising and e-campaigns to deadline

### **Member Engagement and Communications**

- Work with the Membership Director, Deputy Director and Head of Member Services to plan and deliver timely and effective member engagement and retention communications
- Support the Head of Communications with the delivery of e-newsletters and The London Library magazine
  - e-newsletter*
    - Plan and prepare editorial content for e-newsletters
    - Manage e-newsletter templates, liaising with external technical and IT providers
    - Manage e-newsletter statistics and reporting (member and non-member editions)
  - The London Library Magazine*
    - Act as administrative support for the magazine, updating Progress with records of contributors, liaising with printers and mailing houses, and arranging internal circulation of magazines, maintaining the archive and index
- Using content management systems and effective liaison with staff across the Library, support the Head of Communications to improve and maintain the website ensuring that content is compelling and information is accurate, and supports the recruitment and engagement of members

### **Events**

- Plan and deliver marketing for the events programme with the specific aim to reach new audiences and non-members
- Participate in promotion of Library PR events, both onsite and offsite, eg Open House; literary festivals
- Attend events and assist in their delivery as required
- Identify and undertake opportunities for F2F sales and conversion as required
- Research guest lists for cultivation and recruitment tours and events
- Organise follow-up communications to event attendees

### **PR and External Communications**

- Support the Head of Communications with planning and developing content for Communications and PR activity across print and social media channels, including Facebook, Twitter and Instagram
- Support the Head of Communications with the delivery of filming and tours

### **Partners**

- Liaise with existing and potential partners to maximise opportunities for contra deals and reciprocal marketing activity, including the writing, production and dissemination of

on and off line communications to increase the Library's profile

- Build and maintain networks and links with external partners, festivals and organisations to support and improve the delivery of partnership activity

### **Merchandise**

- Organise and manage production of the Library's merchandise range
- Seek opportunities to expand and promote the range of Library merchandise
- Manage the Library's online shop, liaising with the Finance Office and Accounts Manager as required

### **Administration and Evaluation**

- Manage reporting of all marketing, member comms and merchandise activity and report against targets
- Manage the use of a funnel as a tool for identifying effective marketing activities
- Monitor and report on allocated budgets, briefing the Membership Director and Head of Communications as required
- Negotiate on marketing and collateral fees and costs as directed
- Check and record relevant invoices, promptly passing to Finance for payment
- Support the delivery of member surveys (planning, content, design, timing, dissemination of data)
- Manage output of monthly new members' e-surveys and log results
- Update Progress as required, adding prospective media contacts, guest lists of events, tour attendees etc. and handling address changes, opt-outs, notes, mailing preferences etc.

### **Other Duties**

- Acquire knowledge of the Library, its history and membership to answer queries and give tours as required
- Work in any part of the Membership Department as needed, ensuring the provision of a seamless and high quality service at all times
- Attend and contribute to departmental and project meetings
- Actively pursue continuing professional development to consolidate own practice and extend skills as appropriate
- Undertake any other duties as may reasonably be required by the Membership Director or Director of The London Library

The job description set out above does not form part of the contract and may be subject to amendment at the discretion of the Director.

*April 2018*



## Person Specification

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	Desirable	Essential
<b>Qualifications</b>		
• Good general level of education, including a degree or equivalent experience		✓
• Good numeracy: GCSE Maths (Grade A-C) or equivalent		✓
• Member of CIM	✓	
<b>Experience and Knowledge</b>		
• Experience of planning and delivering marketing and promotion campaigns using digital platforms, preferably within a cultural organisation, charity or similar		✓
• Excellent knowledge of digital marketing channels including email, social – organic and paid search, SEO, affiliates and paid social promotions		✓
• Experience of producing publicity and marketing material, working with external design agencies and printers		✓
• Experience of content marketing approaches		✓
• Experience of using analytics tools and reporting on marketing campaigns		✓
• Experience of membership marketing and responsibility for membership growth through recruitment and retention		✓
• Experience of converting to membership and working to acquisition targets		✓
• Understanding of data protection regulation and the impact of GDPR on marketing and communications		✓
• Understanding of and enthusiasm for the work and aims of the Library		✓
• Experience of dealing with third party relationships and suppliers and identifying and working with partner organisations	✓	
• Experience of events administration and management	✓	
<b>Skills and Abilities</b>		
<i>Excellent diplomacy, interpersonal and communication skills including</i>		
• Ability to work with absolute discretion, tact and confidentiality		✓
• Ability to write compelling copy for a range of audiences and platforms, utilising impeccable grammar, spelling and punctuation		✓
• Ability to convey information clearly and courteously face-to-face and by phone, letter and email		✓
• Ability to present information effectively to groups of people		✓

- |   | Desirable | Essential |
|---|-----------|-----------|
| • Excellent verbal communication skills   |           | ✓         |
| • Presentation of a positive and professional image at all times  |           | ✓         |
| • Ability to work supportively as part of a team and to contribute constructively to departmental discussions |           | ✓         |

*Excellent administrative skills including*

- |   |   |   |
|---|---|---|
| • Ability to facilitate and co-ordinate work of others to achieve common goals  |   | ✓ |
| • Excellent time management and organisational skills, including project management   |   | ✓ |
| • Sound judgment in using initiative and taking responsibility  |   | ✓ |
| • Eye for detail and meticulous concern for accuracy  |   | ✓ |
| • Excellent analytical and numeracy skills, with the ability to work to, monitor and report on set budgets  |   | ✓ |
| • Demonstrable ability to adopt new CMS (currently Joomla), CRM, email and online survey systems and basic HTML.  |   | ✓ |
| • Excellent IT skills (MS Office, databases, email, Internet) and demonstrable competence in the use of specialist client relationship management databases/membership software (eg Progress) |   | ✓ |
| • Basic InDesign skills   | ✓ |   |

**Personal Impact**

- |  |  |   |
|--|--|---|
| • Self-motivated and confident   |  | ✓ |
| • Flexible and adaptable to change   |  | ✓ |
| • Creative, with an ability to generate and communicate ideas  |  | ✓ |
| • Patience, resilience and a good-humoured approach, with the ability to remain calm even under pressure |  | ✓ |
| • Willingness to turn a hand to whatever needs doing and carry out routine work cheerfully               |  | ✓ |
| • Enjoy meeting and developing relationships with people   |  | ✓ |

## Key Information

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### Hours of Work, Pay and Benefits

#### Hours of work

35 hours per week, normally worked between 9.30 am and 5.30 pm, Monday to Friday. On occasion additional hours may be required outside these hours and the post-holder will normally be entitled to time off in lieu, additional payment at the normal hourly rate, or overtime as set out in the Staff Handbook.

#### Salary

London Library Band E, equivalent to points 25-32 (currently £31,327 - £37,747), with points 33-35 discretionary, on the universities' single-spine pay scale, including London weighting. Incremental points are awarded from 1 January each year subject to satisfactory performance and confirmation by Trustees.

#### Season tickets and bicycle loans

(subject to a qualifying period)  
Interest-free loans for the purchase of season-tickets and/or bicycles for travelling to and from work.

#### Access to collections

The facility to make full borrowing use of the Library's collections (up to 10 books at a time) and online resources.

#### Book purchase and binding

Staff may purchase books for themselves, taking advantage of the discounts negotiated by the Library. Discounts on binding personal books may also be arranged.

#### Annual leave

25 days plus 11 days when the Library is closed for public holidays

#### Pension

The Library operates a Group Personal Pension Scheme. Details may be seen at the Library. Eligibility to join and entitlement to benefits is subject to the rules of the scheme.

#### Meal allowance

In addition to salary, the Library gives a taxable "meal allowance" of £2.08 per day to all members of staff working a full seven-hour day.

**Childcare Vouchers** Interested staff can purchase childcare vouchers via a salary exchange scheme.

#### Training & Development

The Library is committed to the support and development of all staff. We aim to ensure that all members of staff not only have the knowledge, skills and experience necessary to be successful in their jobs, but also to fulfil their career potential.

#### Rest facilities

Staff-room with small kitchen and dining area offering free tea and coffee-making facilities.

# Application and selection procedures

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## Selection process

If you have any queries or wish to have an informal discussion about the role before applying, please contact Felicity Nelson (Membership Director) on 020 7766 4753.

## How to Apply

Applications should include:

- **A comprehensive curriculum vitae** giving details of relevant achievements in recent posts as well as your education and professional qualifications. Please include your full contact details (address, telephone number and email address) plus details of two employers whom we may approach for references. One of them should be your present or most recent employer. If you do not wish a particular referee to be contacted before you have accepted a conditional offer of employment, please make this clear.
- **A covering letter in support of your application**, providing evidence of your ability to match the criteria outlined in the Person Specification. Please include details of your latest salary and notice period.
- **An Equal Opportunities Form** (available in this document and from the Library website). This form is separated from your application upon receipt and does not form part of the interview selection process.

## Timetable

**Deadline for applications to be received**  
Sunday 20<sup>th</sup> May (by midnight)

### Interviews

We expect interviews to take place in the week beginning 28<sup>th</sup> May.

## Please send your application to:

**Sarah Farthing,  
HR Administrator**

**By email:** [vacancies@londonlibrary.co.uk](mailto:vacancies@londonlibrary.co.uk)

### By post:

Vacancies  
Digital Marketing & Communications  
Manager (Ref: LL/18/03)  
The London Library  
14 St James's Square  
London SW1Y 4LG

**By Fax:** 020 7766 4767

All applications will be acknowledged  
(please provide an SAE or email address)

## Appendix One – Equal Opportunities Monitoring Form

The London Library is committed to being an equal opportunity employer. To help us monitor and achieve this **please complete the six questions below** and send it with your application. The information you provide is used for no other purpose and will be treated as strictly confidential. This form will be separated from your application upon receipt and before selection of candidates takes place.

Monitoring Questions	Please insert answers below
<b>1. Post applied for</b>	Digital Marketing & Communications Manager (LL/18/03)
<b>2. Where did you hear about this vacancy?</b> eg Library website, (please specify), word of mouth, newspaper advert	
<b>3. Nationality</b> Please tell us your nationality / prefer not to say	
<b>4. Do you consider yourself to have a disability or long-term health condition?</b> Please answer yes / no / prefer not to say	
<b>5. Gender monitoring</b> Would you describe yourself as male / female? Or prefer not to say?	
<b>6. Ethnicity monitoring</b> How would you describe yourself?	<b>Please choose ONE section from A to E and add your response below</b>
a) <b>Asian or Asian British</b> Indian Pakistani Bangladeshi Any other Asian background (please specify)	
b) <b>Black or Black British</b> Caribbean African Any other Black background (please specify)	
c) <b>Chinese or other ethnic group</b> Chinese Any other ethnic background (please specify)	
d) <b>Mixed</b> White and Black Caribbean White and Black African White and Asian Any other mixed background (please specify)	
e) <b>White</b> British Irish Any other White background (please specify)	
f) <b>Prefer not to say</b>	

*Thank you for your co-operation.*