

Marketing Executive – Digital and Membership Acquisition

Candidate information pack

Role: Summary

Job title:	Marketing Executive – Digital and Membership Acquisition
Department:	Membership
Status:	A permanent post subject to the Library's general employment policies
Hours:	35 hours per week (1 FTE)
FTE Salary Band:	Circa £27,808 - £32,443 per annum
Location:	St James's Square, London SW1 (with flexibility in line with hybrid working policy)
Reports to:	Head of Marketing and Communications
Key relationships:	Membership Director Marketing Executive – Media and Communications Other members of the Membership Team, especially Head of Programmes Management Team Collections Teams Fundraising Team Executive Team Trustees, Ambassadors, spokespeople, potential spokespeople, and other key stakeholders Various external contacts including agencies and suppliers. Visitors to the Library
Purpose:	Increase awareness of the Library and grow membership. Implementing the Library's digital communications strategy, creating content and growing and engaging audiences.

Role: Key Duties

Membership Acquisition and Campaigns (40% of role)

- Create marketing campaigns to drive membership acquisition and growth with support from the Head of Marketing and Communications
- Design, deliver and analyse email marketing campaigns using email marketing software and the CRM to drive membership acquisition and engagement.

- Implement paid marketing campaigns to meet membership acquisition targets with support from the Head of Marketing and Communications
- Produce reports on our digital marketing activities and campaigns, working with the Head of Marketing and Communications to identify new ways to reach targets and improve ROI
- Create and manage briefs for our design agency to produce high-quality print marketing materials with support from the Head of Marketing and Communications
- Update in-house print and design work using Adobe Creative Cloud

Digital Communications (40% of role)

- Work with the Head of Marketing and Communications and the Marketing Executive – Media and Communications to deliver the Library's digital communications and content plan.
- Create and post engaging content for the Library's social media channels (Facebook, Twitter, Instagram, Threads, YouTube, Vimeo) including all copy, visuals, short video clips and social media takeovers in line with the content plan.
- Day to day management and monitoring of social media channels, including planning and scheduling content using platforms such as Hootsuite, designed to drive audience engagement and growth.
- Create tailored digital content to reach target audiences aligned with marketing strategies including new audiences.
- Produce engaging visual content using creative digital tools such as Adobe Creative Cloud
- Maintain, update, and develop The London Library website and the online shop platform using the CMS.
- Design, deliver and analyse regular email communications using email marketing software and the CRM to drive engagement.
- Create digital content that supports the Library's Equality, Diversity and Inclusion aims.
- Produce reports on the Library's ongoing digital marketing activities, adopting a 'test and learn' approach to identify new ways to reach targets and improve ROI, with support from the Head of Marketing and Communications
- Work with the Head of Programmes to create content to promote and amplify the Library's events programme and Emerging Writers Programme
- Work with the Marketing Executive – Media and Communications to identify and amplify the Library's magazine stories with a view to driving engagement and brand awareness
- Build relationships with colleagues across the organisation to identify and explore opportunities via our digital channels that reveal the stories and work of the various departments

Other (20% of role)

- Attend the Library's public events onsite, online, and externally to assist as needed.
- Manage the Library's merchandise offering and monitor and replenish stock.
- Support the management of integrations between platforms such as the website, CRM, email marketing software, events software, and social media software.
- Contribute to the project group for the development of a new London Library website.

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.

August 2023

Person Specification

	Desirable	Essential
Qualifications		
A professional qualification in marketing, such as degree or industry-accredited diploma	✓	
Experience and Knowledge		
Interest in the Library and a passion for literature, reading and writing		✓
Demonstrable social media management experience, preferably from an arts/cultural or charity organisation		✓
Demonstrable knowledge and experience of digital communications and content creation across a variety of channels including copy, visuals, and video		✓
Demonstrable professional experience of managing a website		✓
Demonstrable professional experience of managing e-communications		✓
Demonstrable professional experience of growing and engaging audiences on social media		✓
Demonstrable experience of growing membership, visitors, or income		✓
Demonstrable experience of analysing performance across digital communications and adapting to improve		✓
Demonstrable experience of paid marketing campaigns, including paid social media ads		✓
Demonstrable professional experience of digital marketing techniques and software including email software, CRM, and Google Analytics		✓
Demonstrable professional experience of creative and design tools such as Adobe Creative Cloud	✓	
Demonstrable experience of working within a team to achieve set targets		✓
Skills and Abilities		
Communication		
Excellent written and verbal communication skills with demonstrable experience of creating engaging copy for social media, website, and e-communications		✓
High-level interpersonal skills		✓
Ability to engage effectively with a variety of people		✓
Highly organised with the ability to plan, prioritise and carry out work effectively to meet deadlines		✓

	Desirable	Essential
Creative flair with attention to detail and meticulous concern for accuracy		✓
Ability to be held accountable for tasks and to take initiative		✓
Ability to work across an organisation with colleagues, both independently as well as supportively as part of a team		✓
IT and e-comms		
Excellent IT skills (MS Office)		✓
Excellent social media skills and related software		✓
Experience using digital marketing software		✓
Experience using email marketing software		✓
Experience using content management software (CMS) – <i>the Library uses Joomla currently but is moving to a new platform in the near future</i>		✓
Experience of software integrations		✓
CRM/Database software	✓	
Demonstrable ability to learn new IT applications quickly and independently and support others in their use	✓	
Personal Impact		
Self-motivated and dedicated		✓
Collaborative		✓
Flexible and adaptable to change		✓
Pleasant, approachable, and helpful, even under pressure		✓
Available to work some evenings (1-2 per month with time off in lieu)		✓

Application and selection procedures

Selection process

If you have any queries or wish to have an informal discussion about the role before applying, please contact Claire Rudman (HR Manager) on 020 7766 4754; claire.rudman@londonlibrary.co.uk.

Timetable

Vacancy advertised.

w/c 11th September 2023 for 3 weeks

Deadline for applications to be received.

Sunday 1st October 2023 (by midnight)

Interviews

1st stage interviews - Monday 9th to Wednesday 11th October 2023

2nd stage interviews - Monday 16th and Tuesday 17th October 2023

To Apply:

Please download the application form from our website, complete all three sections and send them.

by email to: *vacancies@londonlibrary.co.uk*

by post to:

Vacancies

The London Library

14 St James's Square

London SW1Y 4LG

Key Information: Hours of Work, Pay and Benefits

Hours of Work, Pay and Benefits

Hours of work

This is a full-time position working 35 hours per week.

The Library is open 9.30am-9pm Monday and Tuesday, 9.30am-5.30pm Wednesday to Saturday, and open late one Wednesday a month throughout the year.

Salary

Circa £27,808 - £32,443, depending on experience.

Holiday

25 days plus 11 days when the Library is closed for public holidays (pro rata).

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.

Life Assurance

The Library operates a Group Life Assurance Scheme, which in the event of death whilst employed by the Library, will pay out a lump sum of 4x annual salary to the employee's nominated beneficiaries.

Cash Health scheme

All employees will be enrolled into our cash health scheme which allows members to reclaim the cost of medical expenses such as dental fees and prescription charges as well as access to a 24-hour employee assistance service.

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.

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

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

Appendix – GDPR Privacy Notice

This notice explains what personal data (information) we will hold about you, how we collect it, and how we will use and may share information about you during the application process. We are required to notify you of this information, under data protection legislation. Please ensure that you read this notice (sometimes referred to as a 'privacy notice') and any other similar notice we may provide to you from time to time when we collect or process personal information about you.

Who collects the information?

The London Library ('Company') is a 'data controller' and gathers and uses certain information about you.

Data protection principles

We will comply with the data protection principles when gathering and using personal information.

About the information we collect and hold

The table set out in Part A of the Schedule below summarises the information we collect and hold up to and including the shortlisting stage of the recruitment process, how and why we do so, how we use it and with whom it may be shared.

The table in Part B of the Schedule below summarises the additional information we collect before making a final decision to recruit, i.e., before making an offer of employment unconditional, how, and why we do so, how we use it and with whom it may be shared.

We seek to ensure that our information collection and processing is always proportionate. We will notify you of any changes to information we collect or to the purposes for which we collect and process it.

Where information may be held

Information may be held at our offices and those of our third-party service providers.

How long we keep your information.

We keep the personal information that we obtain about you during the recruitment process for no longer than is necessary for the purposes for which it is processed. How long we keep your information will depend on whether your application is successful, and you become employed by us, the nature of the information concerned and the purposes for which it is processed.

We will keep recruitment information (including interview notes) for no longer than is reasonable, taking into account the limitation periods for potential claims such as race or sex discrimination (as extended to take account of early conciliation), after which they will be destroyed. If there is a clear business reason for keeping recruitment records for longer than the recruitment period, we may do so but will first consider whether the records can be pseudonymised, and the longer period for which they will be kept.

If your application is successful, we will keep only the recruitment information that is necessary in relation to your employment. For further information, see *our data protection privacy notice (employment)*.

Your right to object to us processing your information.

Where our processing of your information is based solely on our legitimate interests (or those of a third party), you have the right to object to that processing if you give us specific reasons why you are objecting, which are based on your particular situation. If you object, we can no longer process your information unless we can demonstrate legitimate grounds for the processing, which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

Please contact vacancies@londonlibrary.co.uk if you wish to object in this way.

Your rights to correct and access your information and to ask for it to be erased.

Please contact vacancies@londonlibrary.co.uk if (in accordance with applicable law) you would like to correct or request access to information that we hold relating to you or if you have any questions about this notice. You also have the right to ask our HR team for some but not all the information we hold and process to be erased (the 'right to be forgotten') in certain circumstances. Our HR team will provide you with further information about the right to be forgotten if you ask for it.

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality. We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that our HR team can resolve any query or concern you raise about our use of your information. If not, contact the Information Commissioner at <https://ico.org.uk/concerns/> or telephone: 0303 123 1113 for further information about your rights and how to make a formal complaint.

THE SCHEDULE
[ABOUT THE INFORMATION WE COLLECT AND HOLD]

Part A

Up to and including the shortlisting stage.

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
Your name and contact details (i.e., address, home and mobile phone numbers, email address)	From you	Legitimate interest: to carry out a fair recruitment process Legitimate interest: to progress your application, arrange interviews and inform you of the outcome at all stages	To enable HR personnel or the manager of the relevant department to contact you to progress your application, arrange interviews and inform you of the outcome To inform the relevant manager or department of your application
Details of your qualifications, experience, employment history (including job titles, salary and working hours) and interests	From you, in the completed application form and interview notes (if relevant)	Legitimate interest: to carry out a fair recruitment process Legitimate interest: to make an informed decision to shortlist for interview and (if relevant) to recruit	To make an informed recruitment decision The person making the shortlisting decision will receive pseudonymised or anonymised details only; if you are invited for interview, the interviewer will receive non-anonymised details
Your racial or ethnic origin, sex, and sexual orientation, religious or similar beliefs	From you, in a completed anonymised equal opportunities monitoring form	To comply with our legal obligations and for reasons of substantial public interest (equality of opportunity or treatment)	To comply with our equal opportunities monitoring obligations and to follow our equality and other policies
Details of your referees	From your completed application form	Legitimate interest: to carry out a fair recruitment process	To carry out a fair recruitment process To comply with legal/regulatory obligations Information shared with relevant managers, HR personnel and the referee
Information about your health, including any medical condition, health, and sickness records	From you	Legitimate interest: to carry out a fair and non-discriminatory process Necessary for performance of rights and obligations in connection with employment	To carry out a fair and non-discriminatory recruitment process – to see if there are any adjustments that can be made to the recruitment process

Part B

Before making a final decision to recruit

The information we collect	How we collect the information	Why we collect the information	How we use and may share the information
Information about your previous academic and/or employment history, including details of any conduct, grievance or performance issues, appraisals, time, and attendance, from references obtained about you from previous employers and/or education providers Δ	From your referees (details of whom you will have provided)	<p>Legitimate interest: to make an informed decision to recruit</p> <p>To comply with our legal obligations</p> <p>Legitimate interests: to maintain employment records and to comply with legal, regulatory, and corporate governance obligations and good employment practice</p>	<p>To obtain the relevant reference about you</p> <p>To comply with legal/regulatory obligations</p> <p>Information shared with relevant managers and HR personnel</p>
Information regarding your academic and professional qualifications Δ	From you, from your education provider, from the relevant professional body	<p>Legitimate interest: to verify the qualifications information provided by you</p>	To make an informed recruitment decision
Your nationality and immigration status and information from related documents, such as your passport or other identification and immigration information Δ	From you and, where necessary, the Home Office	<p>To enter into/perform the employment contract</p> <p>To comply with our legal obligations</p> <p>Legitimate interest: to maintain employment records</p>	<p>To carry out right to work checks</p> <p>Information may be shared with the Home Office</p>
Information about your health, including any medical condition, health, and sickness records	From you	<p>Legitimate interest: to ensure intrinsic elements of the role can be met</p> <p>To enter into/perform the employment contract</p> <p>Necessary for performance of rights and obligations in connection with employment</p>	<p>To ensure intrinsic elements of the role can be met</p> <p>To establish if any reasonable adjustments can be made</p>

You are required (by law or in order to enter into your contract of employment) to provide the categories of information marked 'Δ' above to us to enable us to verify your right to work and suitability for the position.