

(Library) Member Engagement Assistant

Candidate information pack

Role: Summary

Job title:	(Library) Member Engagement Assistant
Department:	Membership
Status:	12 months fixed term, subject to the Library's general employment policies
Hours:	35 hours per week (1 FTE)
FTE Salary Band:	Circa £26,704 - £28,420 pa
Location:	St James's Square, London SW1/Occasional remote working
Accountable to:	Head of Marketing and Communications
Key relationships:	Marketing Executive – Media and Communications Membership Department – Marketing, membership, and events Member Services Department Members of the Library
Purpose:	To improve member engagement and retention, especially for new members in their first year. To help create a community among members and support them in their use of the Library. To review engagement by producing and analysing user data.

Role: Key Duties

Member Onboarding and Retention

- Improve retention according to set targets by supporting the Marketing and Membership Administration teams' retention activities.
- Promote and follow-up inductions for new or returning members, individually, in groups or online.
- Work with the Member Services Team to support the delivery of inductions when necessary.
- Work with Member Services and Marketing teams to explore new ways to engage members.
- Encourage engagement using our member mailing software (Pure360) to send monthly emails to new members.
- Telephone new members to welcome them to the Library and help onboard.

- Telephone members who are due to renew to encourage membership renewal.
- Work with the Marketing and Membership teams on webpages related to engagement and induction.
- Participate in cross-departmental projects on member onboarding and engagement.

Member Events

- Organising a weekly member tea/coffee morning
- Organising a monthly new member welcome evening
- Assisting with member masterclass events run by the Marketing team.
- Assisting with the administration of member groups
- Assisting with member Summer and Christmas parties
- Assisting with other member engagement events.

Data and Analysis

Collect and analyse data and evaluate work on member engagement, suggesting improvements to return on investment including:

- Member library usage data and member behaviour patterns
- Induction statistics and performance
- Event feedback surveys
- Email open rates and engagement data
- Member retention data.

Other duties

- Work in any part of the Membership Department as the demands of the service require, always ensuring the provision of a seamless and high-quality service to members.
- Attend appropriate training courses to improve and extend skills base as recommended by the Library from time to time.
- Undertake any other duties as may reasonably be required by the Library.

Person Specification

Qualifications

- Education to A level or equivalent or qualified by experience
- GCSE (Grades A-C) or equivalent in English and Mathematics

Desirable

Essential



Experience and Knowledge

- Experience of working in a customer facing role
- Demonstrable knowledge or interest in Libraries, Arts and Humanities
- Experience organising events or meetings.
- Experience of working with e-communications, data analysis, and reporting
- Previous experience of working in a membership organisation
- Previous experience of library-based work.



Skills and Abilities (Essential)

- Ability to work to set targets to improve engagement and retention.
- Ability to work effectively as part of a team, with a collaborative approach to achieving team and organisational goals.
- Ability to communicate confidently and effectively with a wide range of people, especially members, face-to-face, by telephone and by email.
- Ability to quickly learn and confidently communicate the benefits of the Library.
- Ability to respond to member queries by email.
- Strong administrative and organisational skills
- Strong IT skills (Word, Excel, Email Systems, Database)
- Ability to deliver high standards of customer service.
- Ability to undertake routine work diligently, accurately, and positively.

Personal Impact (Essential)

- A genuine commitment to delivering first rate services.
- Organised, persistent, and methodical approach.
- Ability to work accurately and meet deadlines.
- Flexible and adaptable
- Self-motivated, team worker who enjoys working with people.
- Available to work some evenings (1-2 per month with time off in lieu)

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.

September 2023

Key Information

Hours of Work, Pay and Benefits

Hours of work

This is a full-time fixed term 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 £26,704 - £28,420 pa, 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.

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