

<b>Job Title:</b>	Head of Marketing & Membership (Maternity Cover until June 2022)
<b>Reporting to:</b>	Director of Engagement
<b>Responsible for:</b>	Membership & Events Officer, Digital Content Officer, Engagement Executive, Art Executive
<b>Hours:</b>	35 hours per week. Flexible working is available. Evening or weekend may be required in limited circumstances.
<b>Contract:</b>	Full-time (we will consider flexible working requests)
<b>Salary:</b>	£45,900 per annum
<b>Location:</b>	The offices of The House of St Barnabas, 1 Greek Street, W1D 4NQ.
<b>Start date:</b>	21 <sup>st</sup> June 2021

“Enter The House of St Barnabas - A public-minded private members’ club in London is demolishing stereotypes” – Dazed and Confused

Our mission is to break the cycle of homelessness.

We deliver our mission through our Employment Academy, through which participants experience a holistic programme of long-term support, helping them secure good work, a good home and a good network. When this programme is in progress, participants take on work experience throughout the House, in the club spaces and in our offices. The HoSB team act as professional buddies to those in office-based roles, working closely with them to provide skills training and to set a positive example of ways of working. This one to one support throughout the programme, and our wider club community of members and supporters, provides a supportive environment in which our participants can challenge themselves to change their lives.

Underpinning our Employment Academy is our vibrant member’s club based in our grade 1 listed building, right in the heart of Soho. Our member’s club further deepens our impact by:

- Providing a network for our participants of supportive mentors, employers and friends
- Offering a training ground for those returning to work through real-world work placements in hospitality and office-based roles
- Convening creative conversations across sectors and disciplines working to break the cycle of homelessness

We fund our work through the profit we make from membership and private hire, combined and matched with fundraising.

In order for our model to work, we aim to run an outstanding private members club; bringing together a diverse community of creative people who care about social change. We want them to experience high quality food and drink, a personalised service and an engaging offer of culture and events that entertain and enlighten.

We have exciting plans for the future. We intend to create a new entry point for those already in work but who want to progress from a first job after homelessness to “good work”, with better pay, more regular hours and better prospects for promotion, and we intend to increase provision through our accommodation pathway. To do this we will need to grow our commercial income from both the club and private hire (including a potential building development project). We also want to better use the skills and connections of our community of members and supporters in pursuit of our aims.

## Job description

House of St Barnabas ambition is to grow and engage its community to increase impact, income and influence. The Head of Marketing & Membership is an integral role in helping us to achieve this goal. This is a strategic marketing role, which will focus on consolidating and growing an engaged, diverse membership base united behind the common goal of breaking the cycle of homelessness. It is

The Head of Marketing & Membership will help to build a brand that is a thought leader on social impact, confidently and clearly communicating its work and impact supporting people to access good work, a good home and good networks.

This is a maternity role cover until June 2022.

- **Brand**
  - Develop and build House of St Barnabas profile, specifically focusing on its unique blend of social and commercial (working with appointed external partners to do this where appropriate)
  - Support the Director of Engagement to develop a strong brand and communicate this to members and external audiences
- **Digital, Content and Website**
  - Responsible for the management and development of the organisation’s website and digital channels
  - Develop and execute digital campaigns aligned to the organisations strategic objectives
  - Deliver ongoing content to demonstrate our commitment and approach to Good Work
  - Develop a proactive and vibrant content calendar for digital channels
  - Responsible for tracking and analysing PPC, Google Analytics and SEO
- **Develop and deliver membership strategy:**
  - Manage and utilise House of St Barnabas’ CRM to build a data led approach to membership acquisition and retention
  - Manage the processes to support member journey and feedback
  - Manage membership communications across channels
  - Work with the Director of Engagement to implement the long-term engagement strategy for the House of St Barnabas, specifically aimed at increasing impact, income and influence
  - Work across teams to deliver an excellent membership experience
  - Manage the team to deliver programmes of member activity (eg DJ residencies, speakers, book talks, wine club etc)
- **Line management:**

- Be responsible for the line management of the Membership & Events Officer, Digital Content Officer, Engagement Executive, Art Executive and Kickstarter roles
- Support the Team to create and own personal development plans
- **Play a leadership role in the Engagement Team:**
  - Support the Director of Engagement to build a collaborative and high performing Engagement Team
  - Foster team working and encourage creative thinking about the teams shared objectives
- **Play a leadership role in the House as a member of our Management Team:**
  - Lead and develop your direct reports to become a high performing team
  - Implement the agreed organisational plans for your area
  - Plan and budget aligned to our annual cycle
  - Foster and encourage collaboration across the House of St Barnabas
  - Present and report to the Board of Trustees as required
  - Act as an ambassador for the House of St Barnabas with stakeholders
  - Comply with HoSB health and safety, safeguarding and compliance policies
  - Role model HoSB values and ways of working across The House of St Barnabas

## Person Specification

We recognise that this is a unique role and that candidates might come forward from a range of backgrounds. We are primarily looking for someone with a background in strategic and digital marketing and branding, who can ensure our membership processes are followed and we have an engaging programme of member events. You will need to be pragmatic in making things happen, bringing energy and fun to the House.

- Proven experience of developing and implementing comparable brands
- Proven experience of digital content curation
- Experience of event programming or production
- Experience of CRMs and digital marketing platforms (we use Salesforce and Mailchimp)
- Excellent verbal and written communication skills
- Experience of leading a team, and working across an organisation as part of a high performing leadership team
- Demonstrated commitment to diversity and inclusion in your work

## Personal Qualities

- A commitment to ending the cycle of homelessness and deliver social impact
- Highly collaborative and a desire to work as part of a team
- Flexible schedule - the role will require some work outside standard hours and the opportunity to enjoy the club socially
- Creatively driven and culturally in tune to develop/foster a network and knowledge to execute a diverse range of events
- Thrives in a fast paced and diverse environment

## A typical day

While no two days are the same at the House of St Barnabas, across each week you would ordinarily spend

- 30% on membership acquisition, retention and partner
- 30% on developing our brand, positioning, identity and content
- 10% on embedding good work in membership and marketing

### What we can do for you – why working with us is great

- 33 days per annum holiday (including Bank Holidays)
- 35 hour working week
- Flexible working in line with business needs
- Opportunity to work alongside participants on our programme as the participate in work experience
- Half a day extra leave for your birthday so you can celebrate in style
- Free barista coffee from our club downstairs
- Autoenrollment into pension
- Access to a whole host of talks gigs and events

### How to apply

Please send a covering letter (no more than two sides of A4) outlining why you would be suitable for this role together with your most recent CV to [jobs@hosb.org.uk](mailto:jobs@hosb.org.uk).

Closing date: 9am on 17th May 2021

Interviews: 20th / 21st May 2021

If you have any questions about the role, please get in touch with Dave Lewis ([dave.lewis@hosb.org.uk](mailto:dave.lewis@hosb.org.uk)) - Director of Engagement