

Job Title:	Membership Officer
Reporting to:	Head of Membership and Marketing
Responsible for:	Member Engagement
Hours:	35 hours per week. Flexible working is in place between the hours of 08:00 – 19:00, some evening work outside of these hours may be required i.e., events. Core working hours are 10:00 until 16:00, Monday to Friday.
Contract:	3-month FTC
Salary:	£26,000 p/a pro rata
Location:	The offices of The House of St Barnabas, 1 Greek Street, W1D 4NQ
Start date:	Proposed start date of 2 August 2021. Interview's w/c 26 th July.

“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.

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. 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

The Membership Officer is an integral role within The House of St Barnabas, helping to engage our community of members to increase impact, income, and influence. As part of the HoSB Engagement team, the Membership Officer will support the growth and retention of the club's membership base and will be integral in developing HoSB's community.

The post holder will be required to confidently communicate with members, and non-members alike, to build a strong membership base, united behind a common purpose in supporting people affected by homelessness to gain skills, qualifications and employment through our Employment Academy. You will be responsible for supporting on membership acquisition strategies to increase membership applications and for assessing and improving the member experience to ensure a stable rate of retention within the club.

You will support the Engagement Executive with membership administration as needed and will work across departments to ensure cohesion in the House's processes and offerings.

You will also support on developing the House's corporate membership offering and to establish relationships with external stakeholders, where possible, that could benefit the House or the Employment Academy.

Specific responsibilities include:

- Develop a good understanding of the membership network and provide an excellent service for members, to help to build an engaged community and aid retention.
- Support the Head of Membership and Marketing with the delivery of the acquisition, engagement, and retention strategy for both individual and corporate membership, to ensure we reach our revenue targets.
- Manage the planning and delivery of membership campaigns, targeting new and existing members.
- Oversee the membership inbox, ensuring queries are answered in a timely manner and feedback is recorded.
- Assist in the development of membership initiatives i.e., offers, partnerships and benefit reviews when needed.
- Work with the Engagement Executive to ensure membership applications are administered via the CRM system, Salesforce, ensuring processes are in line with the membership journey.
- Responsible for the management of corporate members, including processing new members on the CRM, organising renewals, and acting as the first point of contact. Work with Corporate Partnerships Manager.
- Assist the Engagement Executive on an as-needed basis with the maintenance of the membership database, e.g., generating membership invoices or working with the finance team to identify and collect outstanding membership invoices.
- Work closely with the reception team to ensure they have the tools and information necessary to communicate the membership offer and convert guests / event attendees to membership applications.
- Assist in producing regular membership reports and campaign analysis to aid the membership strategy and feedback to senior management.
- Take a lead on collating and recording member feedback to improve the membership experience.
- Carry out competitor research, as needed, to report on membership trends within the sector and wider market.

Build and maintain an engaged community:

- Act as a membership ambassador - giving tours of the club and meeting with prospective members/ supporters.
- Provide an excellent service for members, answering queries via email, over the phone and face to face.
- Support on member events as required such as DJ sets, talks and music showcases.
- Help to build the House of St Barnabas member community and support on the delivery of a positive member experience.
- Be an ambassador of our charity; establish and maintain effective working relationships with friends/supporters of the House and the Soho community.

Although this role sits within the Engagement team, all staff contribute to the delivery of the overall strategy. In addition to your specific role responsibilities, you are expected to contribute to the whole House culture and to work in line with our values: Encouraging, Creative, Fair and Inclusive. We value collaboration across the organisation and at times you will be required to carry out duties to support and compliment other teams' goals.

Person specification

Essential

- Experience working on a membership scheme and engaging with members / the public
- Experience of using a CRM system, such as Salesforce or equivalent.
- Experience working on member campaigns - acquisition and retention
- Highly organised and pro-active, with the ability to multi-task
- Ability to process and analyse data, and provide reporting as required
- Excellent communication skills – written and verbal
- Comfortable using and adapting to new technology
- Reliable, with a willingness to work flexibly and work outside of office hours
- Positive attitude with ability to work in a team, but also autonomously to prioritise workload.
- Excellent attention to detail
- Able to critically evaluate and reflect on own performance
- Interest in and understanding of the social enterprise / charity sector
- Strong commitment to diversity and inclusion