



## **MEMBERSHIP AND COMMS OFFICER** **(Assistant to the Clerk)**

The Worshipful Company of Spectacle Makers is a historic membership organisation welcoming professionals from many walks of life. The name comes from our Royal Charter of 1629 when the only thing that could be done to help vision was to make spectacles. Today our ability to treat and prevent vision problems is so much greater and we have more than 850 members covering more than 30 different job roles, across 16 countries. Around 85% have some connection with vision care or sight loss; 15% come from many other walks of life. As a Company, we are inclusive, impartial, independent and proud to be a multi-disciplinary, forward-looking organisation with one very clear mission: **to support better vision for all.**

The Membership and Comms Officer post is a busy and varied role supporting our Clerk (our CEO). We're looking for a special person – someone who's a great "people person" but also has fantastic attention to detail, great comms skills and an enquiring mind, able to use available resources, research and learn and build on past experience to take on new tasks, whilst also being very comfortable with social media, IT and member database management.

You'll lead on comms and social media, attend and minute meetings of two of our Committees, manage the office, organise and host online events, and quickly become an expert user of our bespoke member management system - adding and updating data, dealing with new applications, responding to queries, managing upgrades, renewals and payments and handling event bookings through our online system.

You'll need to be able to pitch the tone and content of social media posts to match the Company's profile and values, monitor responses, produce reports on analytics and make recommendations for change. Your creative skills will help you to produce regular e-newsletters and keep our website up to date and you'll have an opportunity to contribute to ad hoc design projects.

You will work closely with the Clerk and volunteer stewards and helpers to run 8 major formal Company events per year and our monthly online Zoom calls for members. Some evening working may be required, for which time off in lieu will be given.

This is a fast paced role in a very small team, so we're looking for someone who is ultra-reliable and flexible and will work well with the Clerk to support our active and thriving Company. In return, you will gain a wide range of experience working in this unique setting and you'll be given every chance to get involved in City and Livery life.

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### **Salary and benefits**

c£32,000 for 36.5 hours per week (full time), depending on qualifications and experience  
3-month probationary period

The role is based in our City of London office, close to Blackfriars. Occasional home working is possible following completion of probation and as agreed with the Clerk

25 days' holiday per year, plus Bank Holidays

Non-contributory pension equivalent to 9% of salary

Time off in lieu for evening events

Season ticket or commuting loan on completion of probationary period

Training as required

**Reports to:** The Clerk (CEO)

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## **Person specification**

### **Essential**

- Eligible to work permanently in the UK
- Friendly, able to connect with a wide range of people, willing to engage fully in Livery Company life
- Strong IT capability in Word, Excel, Powerpoint, databases, Canva/Photoshop and Google Drive
- Fluent user of all major social media networks; experience of posting and curating content and using analytics to drive change and increase engagement
- High standards of literacy and numeracy (minimum 2 A-levels, degree preferred), able to react quickly to changes whilst maintaining strong attention to detail
- Self-starter, able to use resources effectively and work independently to see tasks through to successful completion
- Able to meet tight deadlines and prioritise a diverse and sometimes challenging workload
- Comfortable in formal and informal settings

### **Desirable**

- Experience in a busy, multi-tasking administrative role
  - Experience membership and/or event management
  - Expert user of WordPress, Canva, Photoshop or similar web design and editing packages
  - An interest in livery companies, heritage and/or the traditions of the City of London
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## **MAIN ELEMENTS OF THE ROLE**

### **Communications**

- Work with a small group of volunteers to create content to support membership and outward-facing messaging through all relevant media
- Draft and publish regular member e-news and notifications
- Update content for the Company website and manage the members' area of the website
- Maintain the Company page and connections on LinkedIn; create and post content and images on social media channels in line with the agreed comms strategy
- Manage the photo library and assist the Editor in putting together the Company's regular printed member journal, "From the Master and Wardens" and arranging for its distribution.
- Draft and issue news releases to print and digital media and industry/university contacts

### **Membership Administration**

- Be the first point of contact in the office, responding or directing queries to the Clerk as necessary
- Maintain and update the Company's membership database on Optimiser, processing membership applications, changes in status, retirements, event bookings and member payments; use information to interrogate the system and generate reports
- Manage the annual subscription renewals process and payment arrangements
- Run and report on member surveys and feedback

### **Events**

- Support the Clerk and volunteer committees in organising and managing in-person and online events
- Publish event information on the website and respond to queries
- Monitor event bookings, check online responses, issue reminders and deal with anomalies and queries in a timely way
- Reconcile attendance lists and payments
- Produce table plans, guest lists and hosting lists. Take responsibility for notifying caterers of any last-minute changes, check place cards, menus and other supporting documents
- Manage, direct and support volunteer stewards and helpers front-of house

The current pattern of in-person events is 4 lunches held in March, June, October and December, 2 lectures/education sessions in May and late November/early December, an early evening Presentation Ceremony in the summer and a formal Livery Dinner for c 200 people in late April, when duties finish at 11pm. You will be expected to attend all events. Attendance at events and travel home after the Livery Dinner is paid for by the Company. You will need to dress appropriately for formal occasions.

Online events on Zoom take place once a month on a Tuesday (except July and December) from 6.30-7.30pm. You may be asked to host and/or provide real time support for c5 of these sessions per year, with advance notice. This can be done from home or remotely using a Company laptop.

### **General Company and Committee Support**

- Assist the Clerk in her duties, as required
- Provide cover for the office and deputise as needed in the absence of the Clerk
- Act as Secretary to the Membership and Society Committees, consolidating and writing papers, minuting minutes and ensuring actions are followed up
- Organise and be present in the office for necessary supplier visits (eg fire extinguisher and PAT testing, regular window cleaning)
- Maintain stationery supplies and office equipment

### **The Spectacle Makers' Charity**

The Spectacle Makers' Charity makes grants to organisations helping vision impaired people. It also awards bursaries and travel grants for early career eye health professionals. The Charity is closely linked with the Company and you are likely to be involved in distributing information to members and designing and producing the Charity's annual Impact Report.

### **How to apply**

Apply using the online form at [www.spectaclemakers.com/Recruitment](http://www.spectaclemakers.com/Recruitment), attaching your CV and a 1-page covering letter explaining why you think you would be the best person for this job.

Communication is central to this role so we would also like you to draft and upload a ½ page advert encouraging people to apply for membership of The Spectacle Makers' Company. You will find all the information you need on our website, [www.spectaclemakers.com](http://www.spectaclemakers.com)

Your CV, covering letter and advert can be accepted in PDF, JPG or PNG formats.

You will receive an automatic email confirming safe receipt of your application.

The closing date for applications is Monday 13 January 2025 at 6pm. A short list of applicants will be invited to interview. If you have not heard from us by close of business on Thursday 16 January 2025 you should assume your application has not been successful. Interviews will take place during the week commencing 20 January 2025 and will last for one hour. Interviews will include a practical work exercise, for which a laptop will be provided.