



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 open. We're 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 great "people person" to build strong relationships with members and suppliers, whilst also being very comfortable with IT and digital communications strategies.

You'll need to have practical, hands-on experience of working with spreadsheets and databases, adding data, monitoring activity and producing reports. A large part of the role will be dealing with new member applications, responding to queries, managing member renewals and payments and handling event bookings through our bespoke online system. Training on our CRM system can be provided.

You'll have great communication skills in real life, on the phone, on email and across our social media channels. You'll be able to pitch the tone and content of 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. You will also be the lead contact for some of our volunteer committees, attending and minuting meetings, following up on actions and helping them to organise regular social events and an online discussion each month. Some evening working may be required, for which time off in lieu will be given.

In this small team, you'll need to be ultra-reliable, flexible, have an enquiring mind and be able and willing to take on new tasks, always keeping in mind our core Company values of integrity, inclusivity and impartiality. You will gain a wide range of experience working in this unique setting and you'll be given every chance to get involved, learn and develop.

Salary and benefits

c£30,000 for 36.5 hours per week (full time), depending on qualifications and experience
6-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

Person specification

Essential

- Eligible to work permanently in the UK
- Friendly, able to connect with a wide range of people, welcoming to all and willing to engage fully in Livery Company life
- Strong IT capability in Word, Excel, Powerpoint, databases and Google Drive
- Fluency with 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)
- Excellent communication and interpersonal skills face to face, in writing and by phone
- Very strong attention to detail
- Self-starter, able to work independently, take on tasks and see them through to successful completion
- Able to prioritise a diverse and sometimes challenging workload to meet deadlines
- Comfortable in formal and informal settings

Desirable

- Marketing skills and familiarity with broadcast email systems
 - Experience in membership and/or not-for-profit organisations
 - Experience in a busy administrative role
 - Experience of end-to-end event management
 - Financial awareness
 - An interest in livery companies, heritage and/or the traditions of the City of London
-

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 (using BACS, AUDDIS, Stripe etc)
- 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 payments against attendance lists
- 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 September 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 or overnight accommodation after the Livery Dinner is paid for by the Company. You will need to dress appropriately for formal occasions.

A volunteer Committee organises other social events around the country. You will be responsible for publishing the details on the website, notifying members of arrangements for booking and providing organisers with details of the people attending and payments made. You will be encouraged to attend one or two of these events a year, to get to know more members.

Online events on Zoom take place once a month on a Tuesday (except July and December) from 6.30-7.30pm. You will collect attendee details, provide joining instructions and advise the host who to expect. Responsibility for hosting and technical support is shared within a small group. You may be asked to host and/or provide real time support for 5 or 6 of these sessions per year, with advance notice. This can be done from home or remotely using a Company laptop.

There are a number of other inter-Livery and trade events, lunches, sports competitions and charity events which are not managed by the office and involve a low level of administration, advertising the events to members, reconciling attendances with payment records and responding to queries.

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, promoting and helping to process donations and Gift Aid payments and designing and producing the Charity's annual Impact Report.

How to apply

Apply using the online form at 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 with members is central to this role so we would also like you to draft and upload a ½ page member news update, encouraging members to book for The Spectacle Makers' Lecture on 25 November 2024. You'll find more details about the Lecture on our website at <https://www.spectaclemakers.com/events/e-67>.

Your CV, covering letter and news update 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 23 September 2024 at 6pm. Applicants invited to interview will be notified by Friday 4 October 2024. Interview times will be offered on Tuesday 8 October and Wednesday 9 October 2024, at our office in central London. Interviews will last for one hour and will include a practical exercise, for which a laptop will be provided.