



MEMBERSHIP AND BUSINESS ENGAGEMENT OFFICER

OCTOBER 2017

JOB DESCRIPTION AND ROLE PROFILE

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| REPORT TO | DIRECTOR OF COMMUNICATIONS AND MARKETING |
| SALARY | £25,000 pa |
| HOURS | 35 HOURS PER WEEK |
| CONTRACT | PERMANENT |

INTRODUCTION AND OVERVIEW

South Bank Employers' Group (SBEG) is a membership association of the major and pre-eminent employers and businesses in the South Bank and Waterloo area, dedicated to achieving the best possible experience for employees, residents and visitors. SBEG is a not for profit company, set up in 1991 by a small group of businesses and employers to regenerate and transform South Bank. All members share a vision for South Bank and its future as:

- a desirable destination for culture, business and pleasure
- a place which supports and encourages investment and business growth
- a place with a flourishing and cohesive residential community
- a place which is welcoming to visitors and tourists
- a friendly, clean, colourful, safe, dynamic and diverse area

South Bank is an incredibly dynamic neighbourhood and continues to undergo significant change. With many high-profile development projects underway and more planned, it's a place that's continually redefining aspects of urban and neighbourhood management. For over 25 years, SBEG has been at the heart of these changes and remains committed to addressing the future needs of the area. We work to tackle South Bank's ongoing investment needs, to ensure that our voice and that of our members is heard.

We market and promote South Bank as one of the capital's top destinations and as the cultural heart of London to a range of specific London, national and international audiences, and work closely with those visitor attractions that make the neighbourhood one of the most exciting and culturally rich in the world. Central to our work is South Bank Marketing Group and South Bank Venues: both bring together member organisations to set and drive specific marketing, destination, area promotion, and business development objectives.

SBEG coordinates and delivers vital services in the neighbourhood, including: cleansing and graffiti removal; enforcement against illegal trading and anti-social behaviour; running a comprehensive security and patrol service for businesses and visitors; coordinating construction activity throughout the neighbourhood; and improving the public realm through the coordination and delivery of capital projects. We manage Jubilee Gardens, one of the central London's most heavily used areas of green space, through a service level agreement with the Jubilee Gardens Trust.

We also provide - through Waterloo Job Shop - employment and skills services that help South Bank employers to recruit residents, and deliver training and employment assistance to those residents in the local area that are looking for work.

SBEG led the establishment of the South Bank Business Improvement District (BID) which has been running since 2014. SBEG manages South Bank BID and delivers a range of services on its behalf. The establishment of the BID has broadened our engagement with local businesses, with approximately 200 businesses paying the BID levy - which collectively supports a range of services and activities across the South Bank. Through a Service Level Agreement, SBEG delivers all services to South Bank BID, including operational delivery, marketing and communications, business engagement, corporate governance, financial management and audit.

The attached chart and associated narrative sets out the various relationships that SBEG manages and coordinates with numerous organisations, groups and networks.

THE ROLE

Our Membership and Business Engagement Officer provides a range of services to our members and to South Bank BID. Members are critical to our success and to the future - they underpin everything that SBEG does. Our membership structure has evolved and expanded in recent years, to ensure that all businesses and employers are involved and engaged in the future of the neighbourhood. In addition to SBEG's core members (who nominate representatives to the Board of Directors) our membership categories reflect interests in property and development, urban / social regeneration, culture and the arts, the leisure and visitor economy, education and skills, housing, and health.

Reporting to the Director of Communications and Marketing, the post holder will ensure that all members are fully engaged and involved in issues relating to the South Bank's future, and that their interests are reflected in future initiatives and projects. The successful candidate will work closely with other members of the SBEG team to ensure that all communication and contact with members is planned, integrated and delivered in accordance with SBEG's priorities and ambitions.

KEY RESPONSIBILITIES

The main responsibilities of the post will include:

- Implementing our membership and business engagement contact plan, in conjunction and collaboration with relevant SBEG teams, to include South Bank BID
- Communication and liaison with key SBEG members, including senior representatives of member bodies
- Managing a membership database, including contact details and contact scheduling plan
- Stakeholder management, especially with external organisations and partners, and potential members
- Devising, planning and delivering member events, encompassing all aspects of event management
- Organising and coordinating a range and variety of member-oriented meetings and networking events
- Develop and implement clear event templates covering guest lists, invites, venue hire, technical set-up, reminders, speeches, costs, budgeting and to ensure internal and external liaison
- Develop KPIs and simple effective event evaluation, including lessons learned
- Researching potential members, including those that are new to South Bank and the neighbourhood
- Integrating member engagement strategies and plans to include all South Bank BID levy payers, both current and potential
- Utilising data, software and a range of networks to build understanding of businesses locating to and currently operating in South Bank
- Preparing regular, up to date and accurate briefings for senior managers and Board members on a range of issues relating to businesses, organisations, employers and economic sectors
- Undertaking and commissioning research projects as necessary, and regularly updating statistics / data
- Preparing and delivering presentations to external audiences, using appropriate media
- Coordinate and / or delivery specific projects, as directed by the Director of Communications and Marketing

In addition, you will:

- Comply with SBEG's Health & Safety policies
- Comply with SBEG's Equal Opportunities policies

PERSON SPECIFICATION

Suitable candidates should be able to demonstrate the following knowledge, skills and experience:

- Experience of working in a membership-focused role and / or working for a membership organisation
- Knowledge and experience of relevant CRM / databases and their effective management and utilisation
- An understanding of urban development, place management and relevant initiatives, including regeneration, neighbourhood planning and Business Improvement Districts
- Demonstrable experience of event management, and a track record in successfully delivering events
- Working knowledge of budgeting and financial administration
- Excellent communication skills, particularly verbal and written, and a proven ability to prepare clear and concise briefings and correspondence
- Excellent written and spoken English
- Experience of providing support to senior managers, maintaining confidential systems, and the ability to maintain thorough and accurate records
- Experience of undertaking research using online tools, software and other media, and the ability to extract and summarise relevant information
- Good knowledge and experience of standard office information and communications technology applications including advanced MS Word, Outlook and PowerPoint
- Proven ability to work effectively as part of a team, working flexibly across professional and operational boundaries, including experience of working with senior staff and external agencies
- Knowledge and understanding of the unique pressures facing the South Bank area, and a recognition of the need for services to match its location and reputation as part of London's Central Activities Zone

BENEFITS

- 25 days of annual leave increasing with length of service up to 28 days per year
- 6% employer's pension contribution
- Interest free season ticket loan

HOW TO APPLY

Please email a current CV (no more than four pages) and a covering letter of no more than two A4 pages to frances.cresswell@southbanklondon.com. Please ensure that your covering letter and your CV fully address the objectives of the job description and the requirements of the person specification.

The closing date for applications is 5pm on Monday 13 November 2017.

South Bank Employers' Group is an Equal Opportunities Employer and aims to ensure that no job applicant is discriminated against on the grounds of gender, age, marital status, disability, sexual orientation, ethnic origin, race, religion or belief.

**CHART OF SOUTH BANK ORGANISATIONS AND
RELATIONSHIP TO SOUTH BANK EMPLOYERS' GROUP:**

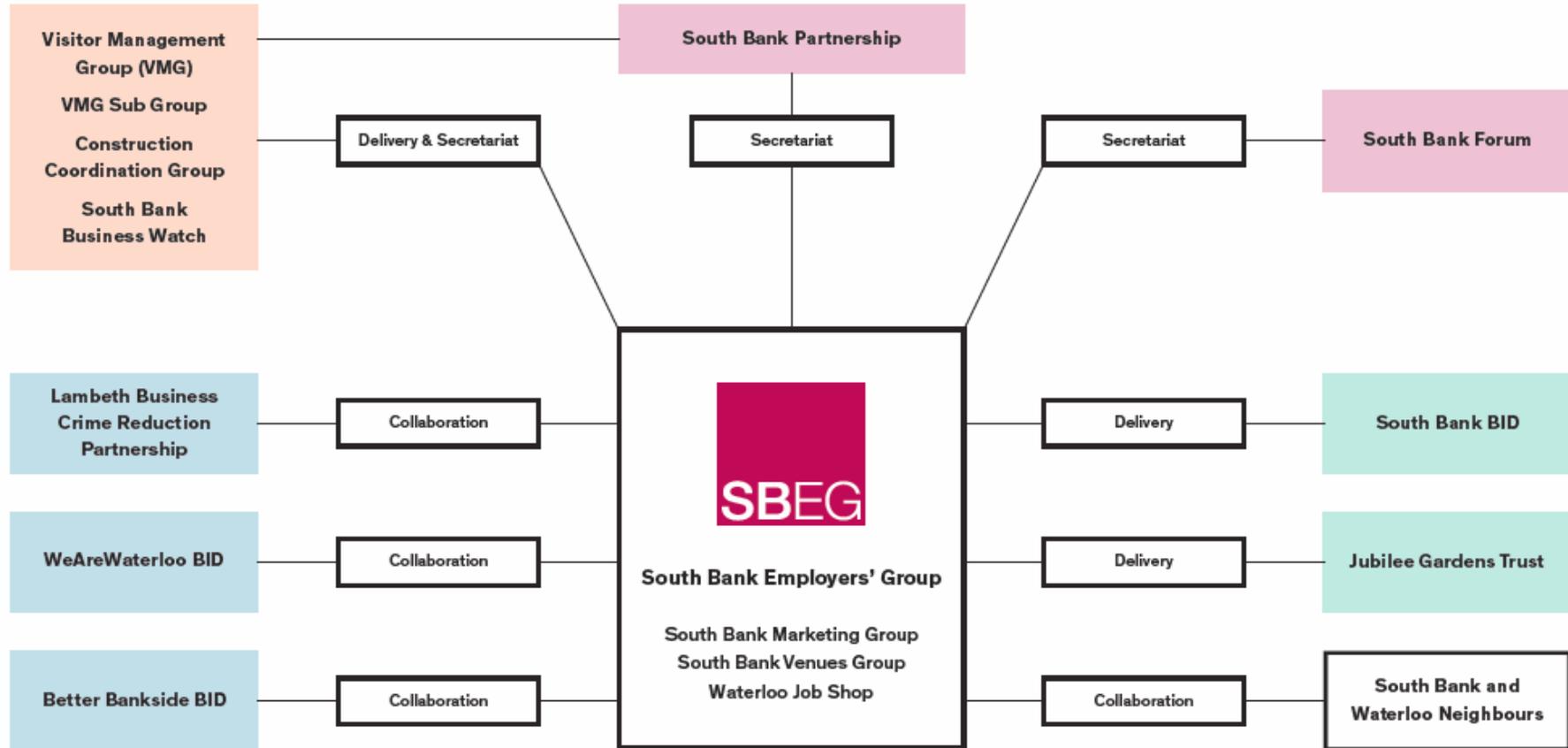
See Overleaf for Notes on Status and Role of Organisations

Key

November 2017

Secretariat
Delivery

Collaboration
Delivery & Secretariat



Notes on South Bank Chart

SOUTH BANK PARTNERSHIP AND RELATED ORGANISATIONS

South Bank Partnership Co-chaired by Kate Hoey MP (Vauxhall) and Neil Coyle MP (Bermondsey and Old Southwark). Attended by Ward Councillors and Cabinet members from Lambeth and Southwark, Mayor's agencies, Metropolitan Police, SBEG members, WeAreWaterloo BID and other local stakeholders. Meets quarterly. Role is general coordination and oversight of South Bank regeneration. Partner consensus on objectives for the neighbourhood is expressed in South Bank Partnership Manifesto and Action Plan.

www.sbeg.co.uk/page/south-bank-manifesto-2014

SBEG provides the secretariat to the Partnership and supports the co-chairmen in their Partnership roles.

South Bank Forum Co-chaired by Kate Hoey MP and Neil Coyle MP and attended by ward councillors from, Bishops Ward Lambeth and Cathedrals Ward Southwark. Quarterly meeting for residents to discuss local issues with Ward Councillors and MPs and give feedback on matters affecting the neighbourhood.

www.sbeg.co.uk/page/3100/Partnership-and-Community

1) South Bank Visitor Management Group (VMG) Co-chaired by John Langley (National Theatre) and Raj Mistry (Lambeth Council). Bi-monthly meeting attended by senior operational staff of major South Bank visitor destinations to coordinate public realm operations and oversee public realm services and construction management. Advises on spend of London Eye s106 and reports activities to South Bank Partnership. SBEG commissioned by Lambeth and London Eye to provide secretariat, reporting and accounting functions.

2) Construction Coordination Group Comprises of developers / contractors, major stakeholders, statutory authorities and ward commissioners to foster collaborations across developments and mitigate and communicate the impacts of construction. Information to businesses, residents and visitors about events, disruptions and construction activity is provided.

www.oursouthbank.com

3) South Bank Business Watch Group of security managers of South Bank organisations, meeting bi-monthly and reporting activities to VMG and South Bank Partnership. Also attended by Metropolitan Police. Role is security planning and coordination. SBEG provides secretariat as part of VMG commission.

4) VMG Sub-Group Comprises London Eye, Lambeth Council, and VMG Co-chair. Determines allocation of the London Eye revenue s106. SBEG provides secretariat, reporting and accounting functions.

SOUTH BANK EMPLOYERS' GROUP

Non-profit Company governed by Board appointed by its 20 members. www.sbeg.co.uk

Vision is to promote and improve the South Bank for benefit of employees, residents and visitors influence and coordinate public and private resources to this end; delivery includes public realm services and coordination, on behalf of the VMG, destination and venue marketing (on behalf of the South Bank Marketing Group and South Bank Venues) and employment and skills services (via the Waterloo Job Shop). Also manages Jubilee Gardens on behalf of the Jubilee Gardens Trust. And is the delivery agent for the South Bank Business Improvement District.

Sub Groups of SBEG include –

South Bank Marketing Group Active network of marketing professionals including public facing SBEG members and other neighbourhood attractions, funding and coordinating SBEG area promotion and destination marketing activity.

www.southbanklondon.com

South Bank Venues Similar role in relation to marketing local venues. www.southbanklondon.com/venues

OTHER RELATED ORGANISATIONS

Jubilee Gardens Trust Registered charity comprising landowners adjoining the Gardens, and business and resident representatives, responsible for all aspects of the management and maintenance of the Gardens. SBEG acts as the delivery agent for the Trust under a service level agreement. www.jubileegardens.org.uk

South Bank BID In operation since 1 October 2014, covers the area between Lambeth Bridge and Blackfriars Bridge, the River, Waterloo Station and Stamford Street. Main activities include additional public realm services and destination marketing. Governed by an independent non-profit company with a board drawn from those liable for the BID levy. It does not employ staff but commissions SBEG under a service level agreement to provide BID services and all financial and administrative support.

www.southbankbid.co.uk

LOCAL PARTNERS

SoWN (South Bank and Waterloo Neighbours) The body designated formally to prepare the South Bank and Waterloo Neighbourhood Plan. Unincorporated body with over 500 members representing residents and employees. www.sowneighbours.org

WeAreWaterloo BID The business improvement district covering the area to the east and south of Waterloo Station. Works closely with SBEG and will have a collaborative agreement with South Bank BID covering a shared to Waterloo Station and to promoting the neighbourhood. www.wearewaterloo.co.uk

Better Bankside BID The business improvement district covering the area to the east of the SBEG and South Bank BID area; extensive collaboration with South Bank Marketing Group and shared commitment to collaboration in other BID services with South Bank BID. www.betterbankside.co.uk

Safer Lambeth Business Partnership Lambeth wide, Police supported business crime reduction partnership in which SBEG and South Bank BID play a leading role. www.saferlambeth.co.uk