

## **Membership and Marketing intern Volunteer role description**

### **Background**

West London Business (WLB) works to ensure West London is an amazing place to do business. North-West London is the UK's global gateway – a pre-COVID £73 billion GVA economy underpinned by 120,000+ businesses. We are a non-profit business-led organisation with a membership including corporations such as Heathrow and PwC, key regional firms such as Fullers and SEGRO, education institutions and small businesses. We have a membership of 200+ organisations, 30,000+ supporters and 40+ events per annum, including the West London Business Awards.

Our members commit to work together through WLB to raise West London's global economic competitiveness, whilst pursuing social and environmental sustainability. We work towards these goals by providing leadership, insight, voice and connections. Through this programme we inform and influence the work of local, regional and national government policymakers and promote inward investment and responsible business.

### **Role purpose**

The Membership and Marketing intern gains experience assisting our Member Services team in all aspects of marketing and client relationship management including processing membership sign ups, creating invoices, promoting the membership and events on Social Media, marketing our member value proposition and meeting with members to understand their business needs.

The ideal intern should be organised, articulate, willing to learn, and pro-active with the ability to work independently.

This internship is a voluntary role ideally suited to a person in full time study. As such we work with students to define placement projects to complete learning goals/ outcomes during the internship.

### **Wider opportunities**

There will be opportunities to attend some meetings with potential members, existing members and engage with WLB's Chief Executive during the placement.

There will also be a great opportunity to assist with the West London Business Awards – a key milestone event, every February, in the annual calendar of the sub-region's business community. The awards launch takes place in July and, depending on the start date of your placement, you will be able to participate in a great deal of behind the scenes work to bring the awards to life. Read more at [awards.westlondon.com](https://awards.westlondon.com) (The 2024 ceremony can be viewed at <https://www.youtube.com/watch?v=Y0XLKwVrng0>)

### **Main Responsibilities**

- Supporting the membership team with client relationship management – including, but not limited to, responding to member enquiries, meeting with new members and guiding prospective members through the sign-up process.
- Working with our CRM system for maximum effectiveness (Salesforce)

- Developing communications to keep our contacts up to date with the latest events/news/offers from West London Business.
- Maintenance of the WLB website and keeping content relevant and up to date.
- Monitoring outstanding invoices and taking appropriate actions
- Promote membership, events and other materials on Social Media, creating promotional material using Photoshop, Canva, and other creative software packages.
- Understanding the market in which we operate and identifying where services & offers can be improved.
- Attending networking events and engaging with WLB's professional network.
- Ad-hoc duties as required to improve our marketing functions.

### **Working relationships**

- Membership and Communications Manager (Line Manager)
- Head of Member Services
- Policy and Events Manager
- Wider staff team and other volunteers

### **Person specification**

- You are ideally in your second year or beyond of a bachelor's degree in a business discipline or a similar field. We will also welcome applications from postgraduates who are lacking practical experience – if the internship time commitment can be honoured.
- Excellent organisational skills and attention to detail.
- Naturally pro-active and a self-starter looking to learn.
- A creative mind willing to think “out of the box” when presented with a promotional challenge.
- An understanding of audience targeting and how this applies to a B2B environment
- A competent Microsoft Office user with particular strengths in Microsoft Word, Excel & Powerpoint – CRM Experience is advantageous.
- Ability to work under pressure and meet deadlines.
- Fluent English verbal and written communications skills.
- Confident and professional telephone manner.
- A team player willing to explore multiple business areas.

### **Desirable**

- An understanding of video editing software or exposure to a video production environment.
- Knowledge of E-mail Service providers, such as MailChimp, and how to craft professional marketing communications.
- Previous experience working with Web/social media analytics.
- An understanding of current business issues across West London.

### **Role type:**

- **Full-time educational placement (Monday to Friday, 9 am to 5 pm – some events take place early morning or evening and will require flexibility).**
- **Applicants must be within travelling distance of Shepherds Bush, London W12 as office working is required.**
- **Starting date: To be agreed**
- **Length: 6 months minimum**

**What we can offer you:**

- Exposure to senior business leaders from across West London and the opportunity to build your professional network
- Variety & challenge – you will never be bored!
- Real experience inside a dynamic non-profit organisation
- Reimbursement of your placement expenses, including utilities when working from home, travel in London and lunch.

If you think this sounds like the perfect placement for you and you're interested in joining our team, then send your CV to [elliott.parker@westlondon.com](mailto:elliott.parker@westlondon.com), along with a short cover letter/ email.