

membership manager

Reports to: head of philanthropy

Department: development

Contract: permanent

Overview

On 24 November 2016, the museum opened in the former Commonwealth Institute building on Kensington High Street, giving it three times more space, much improved learning facilities and a dedicated exhibition space in which to display the museum's permanent collection for free for the first time. The Design Museum is an international showcase for the many creative design skills at which Britain excels. It gives the museum the opportunity to broaden its appeal and reach a wider audience.

This is an exciting time to join the experienced fundraising team at the Design Museum. The museum has experienced dramatic growth in its individual membership scheme, currently at 4,000, in the lead up to and post-opening which has significantly increased support for the museum's core programme of exhibitions and learning activity.

The challenge ahead is to continue to grow the membership base to help sustain the museum as it embarks on its most ambitious plans to date.

Job scope

The post holder will work closely with the Development Director and Head of Philanthropy to deliver an ambitious individual membership scheme to develop and grow this increasingly important income stream for the museum. Work is in progress to automate as much of the membership function as possible allowing members to effectively manage their own membership from joining through to renewal, online.

Working proactively to develop and manage individual membership for the museum, the post holder will also need to be able to demonstrate a strategic, creative and resourceful approach to developing the offer for individual members and will play a crucial part in driving forward financial growth and retaining and building a base of committed annual supporters.

The role will require the post holder to oversee and carry out all aspects of the administration of the individual membership scheme, managing the CRM database, responding to members enquiries and processing memberships. The role will also undertake all related marketing, servicing, events and promotional activities to grow the membership base whilst delivering a high standard of customer service to existing members.

The ideal candidate will have excellent interpersonal, negotiation and communication skills and the ability to develop strong relationships with high level individuals, philanthropists and senior decision makers.

Candidates should be able to demonstrate an exceptional understanding of the working of membership schemes, strong data analysis skills and be highly organised with excellent communication skills.

The Membership Manager is a member of the Development team but will also be required to work closely with the visitor experience and marketing teams to deliver an optimum experience for the museum's members.

Job description

General

- Grow the membership base in line with organisational targets, developing recruitment campaigns through direct marketing, email, telephone and face to face marketing.
- Work closely with the Visitor Experience and Marketing teams to actively promote membership.
- Increase the membership retention rate and the number of members paying by Direct Debit.

CRM system

- Work with the Individual Giving Manager to ensure that the CRM database [Microsoft Dynamics] is configured to hold all relevant information on past, current and potential members and donors and that this information is up to date, accurate, searchable and capable of essential report writing.
- To maintain all member information in accordance with relevant Data Protection legislation.
- Alongside the Individual Giving Manager monitor the evolution, development and ongoing needs of the CRM system.

Marketing

- Ensure the effective delivery of the membership scheme including timely renewals and accurate communications, including monthly e-newsletters and an annual programme of relevant events.
- To manage the membership pages of the museum's website, co-ordinating copy and making sure the pages are always relevant and up to date, making changes as necessary.
- Analyse trends in membership through database reporting and competitor evaluation.

Events

- Manage the development and delivery of an event programme for members.
- Deliver Member Lates for Design Museum temporary exhibitions in collaboration with colleagues in other departments.

Finance & reporting

- Undertake data analysis and develop reporting systems to report against KPIs and monthly targets.
- Ensure compliance with data protection, charity commission and the fundraising regulator with regard to membership data

- Ensure that systems are in place to process and record Gift Aid for all donors participating in the scheme.
- Manage the processing of membership payments, including Direct Debits.

Administration

- Handle all membership enquiries by email, telephone and in person.
- Manage the membership renewals process and develop a strategy for membership growth
- Effectively manage the associated fulfilment house, ensuring value for money and an efficient service to members
- Carry out any other duties that may be reasonably required.

Knowledge, skills and experience

Essential

- Demonstrable experience of implementing and managing membership schemes
- Successful track record of working in a fundraising team
- Demonstrable evidence of a strategic, proactive and creative approach to fundraising and development of individual membership schemes
- Proven track record in achieving significant income targets
- Excellent written and verbal communication skills, including attention to detail and building effective and productive relationships with people at all levels
- Highly motivated, organised individual with a demonstrable record of working in an efficient and timely manner
- Proven experience of building long-term effective relationships
- Ability to work closely and effectively with a team
- Knowledge of CRM systems
- Numerate, with ability to prepare detailed financial analysis and reports
- IT literate, to include intermediate knowledge of all Microsoft packages

Desirable

- An interest in and knowledge of design.

Terms and conditions

Salary: up to £30,000 per annum, dependent on experience

Holidays: 25 days per annum

Hours: full-time, 40 hours per week

The museum offers many other benefits including access to a defined contribution pension scheme, season ticket loan, childcare voucher scheme, cycle to work scheme, free entry for friends and family to the museum, a variety of staff discounts including the museum shop and restaurant and free entry to a wide number of galleries and museums in London.

Application process

To apply please email a covering letter which addresses the criteria as set out in the person specification, CV and Applicant Information Form to applications@designmuseum.org.

Please quote job ref: MemMan/2017

Closing date for applications: 29 May 2017, 5.00pm

Interviews: week commencing 5 June 2017

Due to the high volume of applications the museum receives we are unable to provide a response to applications on an individual basis. If you do not receive a response from us within two weeks of the closing date then you can assume that you have not been successful on this occasion.

The Design Museum is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

About the Design Museum

The Design Museum is building the world's leading museum devoted to contemporary design in every form from furniture to graphics, and architecture to industrial design. For the Design Museum, design is a continually evolving subject which it explores through its exhibitions programme, permanent collection, learning and research activities. It is a way to understand the world and how you can change it. The museum's mission is to create the most engaging, exciting and inspiring design museum in the world.

Thirty-five years ago, Terence Conran established the forerunner of the Design Museum, the Boilerhouse, in the basement of the Victoria and Albert Museum (V&A) in London. As planned, the Boilerhouse quickly outgrew the V&A and in 1989 it moved on to become the Design Museum, in an architecturally striking transformation of a Thameside warehouse near Tower Bridge. Since then it has emerged as an institution with international status and significance, playing an important role in putting design and architecture on the cultural agenda.

The museum recently relocated from its home in Shad Thames to the landmark 1960s building in Kensington, West London. Leading designer John Pawson converted the interior of the building creating the museum's new home, giving it three times more space in which to show a wider range of exhibitions, showcase its world class collection and extend its learning programmes.

Our mission, vision and values

Our vision

We want everyone to understand the value of design

Our mission

To create the most inspiring, exciting and engaging Design Museum in the world

Our values

Welcoming everyone to the museum and making them feel it's a place for them

Collaborative engaging with many partners to bring our vision to life
Enterprising working hard to make the museum a financial success and
build a strong commercial reputation
Provocative challenging people to look and think afresh about design

designmuseum.org