

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Post: Membership and Patrons Manager

Post No: NAM 206

Reports to: Assistant Director (Enterprise)

Job Role

The post-holder will have oversight of the day-to-day liaison with the Society of Friends and the running of the Museum's Membership and Patron schemes. The main objective will be to develop the current Membership scheme, keeping existing members engaged whilst also creating a compelling offer to attract new members in order to meet a set of ambitious targets. In addition, the Membership and Patrons Manager will work with the Assistant Director (Enterprise) to develop the Patron and American Associate schemes as well as maximise visitor individual giving in the Museum.

Key Criteria

After 12 months in the post, the Membership and Patrons Manager will have:

Membership, Patrons and American Associates

Assisted in supporting the external Friends charity, particularly as they consider their future as a separate charity. Should the Friends decide to cease as a Charity and move onto a new Membership scheme, to have supported a seamless integration of the Society of Friends into the Museum Membership scheme.

Established themselves as the Secretary of the Members Advisory Board in order to provide a permanent and stable communication conduit between Museum Members and Museum staff.

Developed, agreed and implemented a strategy to re-launch all levels of Membership and Patronage in order that the majority of the original Members and all Patrons are retained.

Agreed and implemented a suite of financially driven benefits with both internal departments and external organisations.

Developed and delivered a robust suite of cultivation, solicitation and stewardship events and activities which align with the Museums Royal Charter and assist with the delivery of the Museum's vision to become the leading authority on the history of Our Army.

Ensuring the membership pool increases by 20% in the first transitional year and the Patrons pipeline is expanded by 50%.

Created and delivered the schedule of membership services collateral, to include welcome packs, membership cards and all other member related print or online content.

Ensured that the service is efficient, embedded in the Museum's annual business plan and firmly rooted in the Museum's Enterprise activities.

Developed and delivered the first Members magazine. Working with colleagues across the Museum and the Members Advisory Board to create the template and provision of content.

Conducted a review of the American Associates of NAM and overseen the development of a revitalized scheme.

Individuals

Investigated opportunities for maximizing Museum donations through additional donation touch points.

Systems and Finance

Created the database of members within the Salesforce CRM system, ensuring GDPR compliance.

Scoped and delivered the ability to individual donations and membership purchases to be completed online with the option to give by direct debit.

Completed, with colleagues in Finance, the annual gift aid claim for all donations given as part of ticket sales and from in venue donation boxes.

1 Job Description

The post-holder is responsible for:

- a. Identifying and developing opportunities to generate and/or increase income from individuals by developing a range of membership/patron levels, which encourage individuals progress through the ladder of giving through continuous and appropriate engagement.
- b. Managing a personal portfolio of new and existing individual donors across the Individual Giving funding mix.
- c. Day-to-day running of the Membership and Patrons scheme for the Museum, working with colleagues across the Museum to build and develop an appropriate level of deliverable benefits.
- d. Responsible for the ongoing management of the redeveloped American Associates of NAM scheme and its associated communications and events.

- e. Managing a cost effective programme of communications with Members and Patrons, working closely with the Director and Assistant Director (Enterprise) on bespoke proposals for major donors.
- f. The ongoing development, delivery and management of the Members and Patrons events and stewardship programme.
- g. Working with Colleagues in Marketing and Communications to deliver all Membership materials, the Membership magazine, Membership communications and promotional campaigns.
- h. Acting as the Secretary of the Membership Advisory Board to ensure communication across the membership pool and internal NAM departments.
- i. Monitoring of in venue and online donations. Maximising donations through the development of initiatives and campaigns.
- j. Working with the Assistant Director (Enterprise) to set, maintain and control the annual income and expenditure budget for membership activities.
- k. Providing financial reports and Individual Giving updates on a timely basis.
- l. The development and maintenance of all individual Member, Patron and Donor records on Salesforce, ensuring GDPR compliance.
- m. Compiling and submitting the annual Gift Aid Claim.
- n. Performing other duties as required by the Director or Assistant Director (Enterprise).

2 Resource Management

The post-holder will also co-ordinate staff, volunteers and contractors in conjunction with the Director and Assistant Director (Enterprise) and liaise as appropriate with the Museum's staff, Senior Management Team, Trustees and Supporters.

3. Internal Relationships

- a. Supporting the Director and Assistant Director (Enterprise) in developing key relationships with existing and prospective supporters and donors.
- b. Liaising with the NAM Council to build on their networks of potential donors.

4 External Relationships

- a. Representing the Museum externally, promoting the work of the National Army Museum and developing productive relationships with external stakeholders.

5 Health & Safety

- a. The post-holder must be committed to good health and safety and access practice, ensuring familiarity and compliance with Museum policies, procedures and guidelines and the health and safety of visitors, staff, volunteers and contractors at all times.

6 In addition, the post-holder is required to:

- a. Act in every way so as to preserve the Museum's reputation and good name in all areas of its work and be fully committed to openness and transparency in all its dealings.
- b. Ensure that the Museum's Accounting and Financial procedures are strictly adhered to and embed a culture of control and financial discipline.
- c. To play a full part in the generation of income, and to avoid breaches of financial regularity and propriety, the misapplication of funds, or waste of resources. Effectively manage delegated budgets and projects and be responsible for the proper exercise, as instructed, of any delegated financial powers, having express regard to the Director's appointment as the Museum's Accounting Officer; specially to promote efficient and cost-effective methods of working to keep strictly within planned budget allocations, as set by the Management Team.
- d. Take due care to assess and manage risk, having regard to the NAM's Risk Management Policy; (*Risk Management at the NAM: Matrix of Risks*).
- e. Carry out his/her duties in accordance with the NAM's Equal Opportunities Policy.
- f. Travel to the Museum's Outstation at Stevenage, or any other Outstations or temporary accommodation of the NAM or institutions associated with the NAM, as instructed; other UK and some foreign travel may be required. The post-holder will also be required to work off-site.
- g. The post-holder must co-operate fully with the Management of the NAM in pursuance of the Museum's aims, as set out in its Royal Charter, and to enhance the Museum's standing and reputation through its contacts with the public and the media. This will include membership of various development and other teams set up from time-to-time and reporting to the Director and Senior Management Team.
- h. Chair Museum committees, teams and working parties, as delegated by the Director or Assistant Director (Enterprise) and represent the Museum on external committees as required.
- i. Make presentations to the NAM Council and the Senior Management Team and members of staff as requested.

- 7 The appointment is permanent (flexible working arrangements available), with a need for the post-holder to be flexible to work outside normal hours, e.g.: weekends and evenings as required to support the range of activity and at peak times. The salary is £35,970pa (inclusive) (pro-rata) with a Joint Contributory Pension operated under the NEST Scheme. The post-holder is required to give three months' notice in resigning.
- 8 The appointment will be subject to a security clearance.
- 9 This job description sets out the key responsibilities and tasks of the post and is not exhaustive. It may alter with the changing needs of the Museum. This job description may be reviewed and updated annually.
- 10 The National Army Museum is an equal opportunities employer.

Justin Maciejewski DSO MBE
Director

National Army Museum
November 2018

Signature: Date: