

National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

Post: Membership and Patrons Manager

Post No: NAM 237

Reports to: Assistant Director (Enterprise) and Head of Programmes

Job Scope

This is an exciting opportunity to join our growing and dedicated team as the National Army Museum seeks to increase its audience and supporter network, engaging them with the history and traditions of the Army and the Soldiers who have served in it. The Membership and Patrons Manager will make a significant and hands on contribution to the Museum's programme whilst also seeking to maximise contribution through the Membership and Patron's Schemes as well as individual supporters.

Job Role

The post-holder will be responsible for maximising engagement and contribution through the Museum's individual giving programme. The main objectives will be:

- To develop the current Membership Scheme, working to the Head of Programmes to keep existing members engaged whilst also creating a compelling offer to attract new members to meet a set of ambitious targets.
- Work to the Assistant Director (Enterprise) to develop the Patrons Scheme, developing and delivering opportunities to engage new supporters whilst also strengthening relationships with current Patrons to ensure deepened involvement and support of the Museum.
- Seek opportunities to increase the support of individuals giving both in the Museum and online.

1. Job Description

The post-holder is responsible for:

Membership

- a. Reporting to and working with the Head of Programmes, delivering the Museum's Membership Scheme strategy to engage and retain the existing membership whilst also creating a compelling offer to attract new members and grow the membership pool.

- b. Delivery of the Annual Members Programme and ensuring it's embedded and co-ordinated with the wider Public Programme offer and the Patron's Events Programme.
- c. Overseeing the work of the Membership and Programme Support post, and the day-to-day running of the Membership Scheme, ensuring that each member receives a high standard of service.
- d. Working with colleagues in the Technical Services team to review and improve systems and ensure the membership database is kept up-to-date and accurate.
- e. Actively contribute to the content of the members magazine Muster.
- f. In the absence of the Head of Programmes, chairing the Members Advisory Panel.

Patrons

- g. Acting as the main point of contact for all Patron enquiries, managing a portfolio of current and prospective Patrons across the Individual Giving funding mix.
- h. The development, delivery, and management of an engaging and bespoke Events and Stewardship Programme, ensuring that the Patrons Programme is complimentary to the Museum's Public and Membership Programmes.
- i. Building upon and leveraging relationships with external supporters and the British Army community to deliver exclusive access to events.
- j. Developing strong relationships with the Patrons to ensure they are an engaged and committed supporter group at the Museum.
- k. Ensuring that benefits and stewardship are delivered to all Patrons according to their levels.
- l. Working closely with the Director and Assistant Director (Enterprise), to take forward opportunities and develop bespoke proposals for major donors.

Individual Giving

- m. Monitoring of in-venue and online donations. Maximizing donations through the development of initiatives and campaigns.
- n. Working closely with the Director and Assistant Director (Enterprise) on bespoke proposals for individual donors where opportunities arise.

Events

- o. Attending Members and Patrons events to ensure they are run to schedule and guest requirements are fully met, as well as to develop a rapport with the Museum's supporters.
- p. Leading on the conception, promotion, and delivery of national and international trips for the Patrons and other supporters, in collaboration with the Director and Assistant Director (Enterprise).

Collaboration

- q. In collaboration with the Communications and Campaigns Team, creating and promoting Membership, Patron and Individual Giving collateral, ensuring membership communications are delivered across the Museum's platforms.
- r. Working with colleagues across the Museum to identify and capitalise on opportunities to further engage the public with Individual Giving initiatives and promote awareness of Membership and Patron Schemes and benefits.
- s. Working with colleagues in Programmes, Commercial, Visitor Experience and Communications and Campaigns to build on deliverable benefits for both the Members and Patrons Programme and promote the Schemes.

Operational

- t. Working with the Head of Programmes and Assistant Director (Enterprise) to set, maintain and control the annual income and expenditure budget for Membership and Patron activities.
- u. Providing financial reports and Individual Giving updates on a timely basis.
- v. The development and maintenance of all individual Member, Patron, and Donor records on Salesforce, ensuring GDPR compliance.
- w. Keeping up-to date with fundraising policy in the sector including the laws affecting gift-aid and tax-efficient giving. Ensuring that the Museum is aware of the latest guidance from HMRC and other regulatory bodies associated with generating income from Membership Schemes.
- x. Working with colleagues in the Technical Services team to review and improve systems.
- y. Acting as CRM Champion, ensuring relevant Member, Patron and Donor data is GDPR compliant and records are accurately maintained.
- z. Performing other duties as required by the Head of Programmes or Assistant Director (Enterprise).

2. Resource Management

- a. The post-holder will be responsible for the management and ongoing development of the Membership and Programme Support post, and will also co-ordinate volunteers and contractors and liaise as appropriate with the Museum's staff, Senior Leadership Team, Trustees and Supporters.

3. Internal Relationships

- a. Supporting the Head of Programmes, Assistant Director (Enterprise) and Director in developing key relationships with existing and prospective Supporters and Donors.
- b. Liaising with members of the National Army Museum Council (Trustees) to build on their networks of potential donors.

4. External Relationships

- a. Representing the Museum externally, promoting the work of the 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. 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 Senior Leadership 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 will be based at the Museum in Chelsea.
 - h. 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 Leadership Team.
 - i. Chair Museum committees, teams and working parties, as delegated by the Head of Programmes or Assistant Director (Enterprise) and represent the Museum on external committees as required.
 - j. Support presentations to the Museum Council, the Senior Leadership Team and members of staff as requested.
- 7.** The appointment is permanent (subject to a six-month probation period), and pensionable, working 37 hours per week (net), 5 days out of 7. Flexible working arrangements are available. There is a requirement for the post-holder to be flexible to work outside of normal hours, e.g.: weekends and evenings as required to support the range of activity, and at peak times. The salary is £37,000pa inclusive. The post-holder is required to give a minimum of 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
Director

National Army Museum
November 2022

Signature: Date: