

## National Army Museum (NAM)

Royal Hospital Road, Chelsea, London SW3 4HT

**Post: Membership and Patrons Manager**

**Post No: NAM 206**

### Person Specification

<b>CRITERIA</b>	<b>STANDARD</b>	<b>E/D</b>	<b>EVIDENCE</b>
<b>Qualifications</b>	Educated to degree Level	D	Certificate
<b>Experience of</b>	Working with and developing customer, membership, donor networks and databases	E	Application and Interview
	Fundraising in context of at least one of the following: patrons schemes, individual giving or specific appeals	E	Application and Interview
	Understanding of the military charity or heritage sector	D	Application and interview
	Developing and writing business plans/proposals	E	Application and Interview
	Working as part of a team developing marketing and promotional materials.	D	Application and Interview
	Producing reliable and intelligent management information, e.g., internal reports	E	Application and Interview
	Writing content for magazines, newsletters and marketing materials	D	Application and Interview
	Setting and monitoring budgets and targets.	E	Application and Interview/test
<b>Knowledge of</b>	GDPR with regard to managing databases containing personal information	E	Application and Interview
	British Army community and its constituent parts including, veterans groups, regimental associations, the serving community and their families	E	Application and Interview
	US and other countries where there is potential to extend networks of friends/members and patrons beyond the UK	D	Application and Interview
<b>Skills</b>	Excellent presentation and interpersonal skills with the ability to network and communicate confidently (verbally and orally), and persuasively to a wide range of stakeholders, of all ages including the Military Community	E	Application and Interview
	Ability to develop (working with others) an engaging programme of activities, including events, for friends/members and patrons	E	Interview
	Excellent analytical and	E	Application and

	evaluation skills		Interview
	Excellent planning, organisational, administrative and project management skills.	E	Application and Interview
	Computer literate with good word processing skills and experience of using databases.	E	Application and Interview
	Familiarity with MAC OSX and Apple Mail.	D	Application and Interview
<b>Aptitudes</b>	Ability to prioritise and meet deadlines.	E	Interview
	Commitment to providing excellent customer service and relationships	E	Interview
	Working as part of a team in a non-hierarchical way	E	Application and Interview
	Understanding of working in support of equality and diversity	E	Application and Interview
<b>Particular requirements</b>	Travel to destinations in the UK and abroad in support of the development of a network of friends/members and patrons, for example the US and within the UK heritage attractions in London and the regions. Regular travel to NAM sites in Stevenage and Sandhurst anticipated	E	Interview
	Personal commitment to the mission of the National Army Museum which is to tell the story of Our Army and the soldiers who have served in it	E	Interview

**KEY: E = Essential**

**D = Desirable**

Justin Maciejewski, Director  
National Army Museum

November 2018