

## National Army Museum

Royal Hospital Road, Chelsea, London SW3 4HT

**Post: Membership and Patrons Manager**

**Post No: NAM 237**

### Person Specification

| CRITERIA  | STANDARD  | E/<br>D | EVIDENCE                  |
|---|---|---------|---------------------------|
| Experience & Knowledge  | Working with and developing customer membership, donor networks and databases.  | E       | Application and Interview |
|   | Experience of managing fundraising activity in the context of at least one of the following: membership schemes, patron schemes, or individual giving.                | E       |                           |
|   | Understanding of the military, charity or heritage sector.  | E       |                           |
|   | Understanding of the British Army community and its constituent parts including veterans' groups, regimental associations, the serving community, and their families. | D       |                           |
|   | Developing and sustaining relationships with external partners.   | E       |                           |
|   | Experience of producing a fundraising case for support.   | D       |                           |
|   | Experience of setting and monitoring budgets and targets.   | D       |                           |
|   | Creating solicitation and stewardship plans.  | E       |                           |
|   | Track record of developing new and existing relationships, programmes, and initiatives.   | D       |                           |
|   | Writing content for magazines and newsletters.  | D       |                           |
| Experience of managing and developing staff and setting goals and KPIs. | E   |         |                           |

|                                |  |   |                           |
|--------------------------------|--|---|---------------------------|
|                                | Demonstrable knowledge of GDPR with regards to managing databases containing personal information.   | D   |                           |
| <b>Skills and Ability</b>      | <p>Excellent writing skills with the ability to translate complex information into a compelling case for support.</p> <p>Excellent interpersonal and communication skills, and the ability to network and communicate confidently and engage with key stakeholders at all levels including the Military community.</p> <p>Demonstrable confidence, tact and a high level of professionalism to network with a wide range of people.</p> <p>Ability to develop (working with others) an engaging programme of activities including events for members and patrons.</p> <p>Exceptional organisational skills and record management skills.</p> <p>Excellent planning, organisational, administrative and project management skills.</p> <p>Computer literacy, preferably with knowledge of MS Word, Excel, and PowerPoint.</p> <p>Familiar with Salesforce or similar database management systems.</p> | <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>E</p> <p>D</p> | Application and Interview |
| <b>Aptitude</b>                | <p>Ability to prioritise and work on numerous projects simultaneously and meet deadlines.</p> <p>Commitment to providing excellent customer service and developing relationships.</p> <p>Understanding of working in support of equality, diversity and inclusion.</p>   | <p>E</p> <p>E</p> <p>E</p>  | Interview                 |
| <b>Particular Requirements</b> | Travel to destinations in the UK and abroad in support of the development of a network of members/patrons.   | E   |                           |

|  |   |   |  |
|--|---|---|--|
|  | An interest in, and empathy with the British Army and Military and a commitment to the mission of the Museum. | E |  |
|--|---|---|--|

**KEY: E = Essential**

**D = Desirable**

November 2022