**Job Description**

**Title:** Memberships Manager

**Reports to:** Head of Individual Giving

**Contract type:** Permanent, full time – 35 hours

**Context:**

Britten Pears Arts is a pioneering music, arts and heritage charity based on the Suffolk coast at two popular, historic visitor destinations: The Red House and Snape Maltings. We emerged from the creative partnership of Benjamin Britten, one of the greatest composers of the 20th century, and his professional and personal partner, singer Peter Pears.

Britten and Pears shared a progressive vision for music and the arts to be useful. Our founders’ vision inspires all our activities: from work with our local communities to our national leadership roles in the fields of talent development and music for health & wellbeing.

Britten Pears Arts Development Team is responsible for raising over a third of the charity’s annual revenue, so is fundamental to the continuation – and growth - of the inspiring activity delivered across the organisation. The Memberships Manager sits within the Development team, driving new income through managing relationships with Britten Pears Arts’ Friends and other key supporters, in collaboration with the Head of Individual Giving and Director of Development, in addition to recruiting new donors.

**Main purpose:**

The Memberships Manager is the first point of contact for Friends. Our Friends and Members are our most loyal and dedicated supporters and are at the heart of our audience and charitable mission. This post is responsible for delivering the highest standard of customer care at all times to our Friends and Members and, together with the Director of Development and Head of Individual Giving, the post holder will drive and implement the strategic delivery of membership, developing recruitment and retention.

**Duties and key responsibilities**:

To plan and manage strategies and campaigns to increase and maintain membership, as well as the processing and administration of all memberships. To ensure that membership renewal and acquisition plans are properly implemented, assessed and improved on an annual basis. To build strong relationships with our Friends and Members and to work on approaches for support as and when appropriate. To provide effective membership communications. To implement and manage any changes to the scheme as appropriate and to ensure all systems are up-to-date and as streamlined as possible. To be aware of all new and established rulings involving Gift Aid, VAT and GDPR and to work closely with the other members of the Development and Finance teams in implementing new strategies and systems to ensure compliance.

**Friends and Memberships**

* To plan and manage recruitment, retention and upgrade activity
* To oversee the processing and servicing of membership, covering income, renewal and new membership administration (including Direct Debits in collaboration with the Development Assistant)
* To ensure that a programme of regular events is in place throughout the year
* To ensure that regular information is provided for Friends through digital and print communications, as appropriate
* To oversee the production of membership and donation material as required.
* To interpret membership recruitment and retention statistics and make strategic recommendations, alongside the Data manager.
* To support the Head of Individual Giving in managing the administration of individual donor fundraising and act as main point of contact for enquiries regarding donations.
* To implement and manage stewardship programmes.
* To manage own portfolio of donors.

**Departmental**

* To ensure that all donors are properly credited (collaboratively with the rest of the Development team)
* To explore and implement individual fundraising strategies as and when required by the Director of Development and Head of Individual Giving, in collaboration with other members of the Development Team
* Create promotional emails and literature to publicise Friends events, working closely with the Marketing team.
* Work closely with Marketing to recruit new Friends and donors through appropriate media and communications
* Liaise with Marketing to ensure that mailings are cost-efficient, by keeping a close awareness of all communication opportunities. Relay important information to Development department.
* Maintain a close awareness of the fundraising messaging on the website, including regularly testing functionality and updating copy if necessary
* Work with the Director of Development and Head of Individual Giving to write appropriate communications to supporters, and on special reception events, meeting current and prospective new donors. Being aware of the important contribution they make to the organisation, projects that require funding, and being ready to talk about these in person
* Refresh letter templates regularly with current information relevant to Friends and Members
* Be able to deal with financial, technical and programme queries from the Friends and Members
* Maintain a close awareness of issues, stories and Britten Pears Arts activity that may be of interest to Friends and Members. Attend and schedule meetings with relevant members of Artistic departments as needed to achieve this

**Manage Friend/ Donor events**

* Work with the Head of Individual Giving on events, and contribute ideas, planning and hands-on management of events. Be responsible for promoting events, bookings and accurate guest lists, with attention to cost to maximise the benefit to Britten Pears Arts
* Be a visible presence at all Friends events during the Aldeburgh Festival (June) and Snape Proms (August), and at other times during the year as needed. Be available if possible to go on the annual Friends Flyaway
* Provide regular and thorough briefings for the Head of Individual Giving/ Director of Development and Chief Executive on all Friends matters, including future Friends’ events and membership numbers

**Data Management and Reporting**

* Ensure effective, accurate management of Friend/ donor data on our database, Spektrix
* Oversee and carry out routine database tasks for the Friends and other donors (data entry and processing of donations) on our database
* To manage the recording of all financial information alongside the Development Assistant (memberships, donations and event related income) on Development systems (Spektrix)
* Effective Administration
* Maintain and manage the relevant budget
* Be able to process donations by all payment methods and produce reports necessary for both the Development and Finance departments
* Make sure that all credits in programme books, annual reviews, foyer boards and online for Friends and supporters are kept up-to-date and correct

**Other Duties**

* Maintain a strong awareness of sector trends, benchmarking Britten Pears Arts’ activity on a regular basis.
* Assist with maintaining legacy records, liaising with those who wish to leave a gift in their will as well as family members, solicitors and executors
* Perform such other tasks as requested by the Director of Development or Head of Individual Giving.

**Person Specification: Memberships Manager**

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| **Criteria** | **Essential** | **Desirable** |
| Experience | * Experience in a relationship role, e.g.: alumni; key accounts; which directly relates to income generation/ fundraising targets and has included planning/ managing events.
* Administration
 | * Experience of working in an Arts organisation
* Copywriting
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| Skills/knowledge | * IT literate - able to create and work with Word, Excel & Outlook documents – be able to use mail merge.
* Excellent communication – verbally, in writing and face-to-face.
* Excellent attention to detail.
 | * Knowledge of databases/ CRM systems (Ideally Spektrix)
* Interested in the arts/ heritage sector
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| Ability/aptitude | * Confident and able to engage and relate to people at all levels, personable and approachable.
* Able to prioritise workload and multi-task
* Able to achieve strict deadlines.
 | * Analytical – able to use statistical information for financial reporting and future planning.
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| Special requirements | * Available for evenings and weekends – especially during key seasons such as the Festival in June and the Proms in August.
* Full, clean driving licence
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