



Membership Manager

Job Description

Reports to: Head of Communications and Marketing

Line Manages: Administrator (for membership-related work)

Role Summary and Key Responsibilities

The Membership Manager is responsible for all aspects of Association for Art History membership. This includes overseeing the effective and efficient sign-up and processing of new and renewal memberships, implementing membership recruitment and retention strategies and reaching revenue targets. The role will also involve planning and managing communication to members; conceptualising and delivering membership campaigns; and establishing and reporting on metrics around the membership journey/cycle, member engagement (trends and behaviours) and income. This will be coordinated via our CRM system (ThankQ), and these efforts will be complementary to other aspects of our work involving members such as event attendance, journal subscriptions and fundraising.

Main Tasks and Activities

Membership

Review and implement our new member journey/engagement cycle and activity plan—ensuring timely communication of benefits, reminder activity and a lapsed strategy—to increase retention

Advise on appropriate targets for membership growth and for devising methods to achieve those targets, including retention and acquisition; assess member benefits, and make changes as needed

Create and implement membership campaigns

Oversee and direct the membership work of the Association for Art History's Administrator

Marketing/Communications

Work with the Head of Communications and Marketing to implement a membership marketing strategy. Propose new initiatives or provisions which will support the strategy where needed

Devise and implement effective communications as they pertain to membership; monitor and evaluate the effectiveness of all membership marketing activity

Data evaluation and reporting

Regularly analyse member data to support recruitment and retention activities and improve campaign effectiveness, delivering insights on progress, trends and opportunities

Create regular reports on prospects, renewals, new members, conversions, trends and income

Devise methods for the acquisition of data for potential members and for managing that data in accordance with relevant legislation (UK-GDPR)

Manage and take responsibility for the effective running of the Association's CRM System (Access/ThankQ), acting as its internal champion within the organisation, ensuring the consistency of data, and the importing of relevant data from other third-party software

Integrate data within the CRM system and the membership programme more broadly with the Association's fundraising efforts

Establish metrics to understand the membership cycle/journey and use that learning to make and implement recommendations for future strategic decisions

Segment the membership base by various criteria in order to deliver insights which are relevant and valuable to the organisation and its activity planning

Communications and Contacts

The postholder will work with a broad network of stakeholders and colleagues within and outside of the Association. Regular internal contact and collaboration will take place with other members of staff, as membership will be matrixed with all other functions of the Association's work.

External stakeholders and contacts will include current and past AAH members as well as potential members from our targeted audience groups (Education, Professional, Life-long learners and the 'interested public'). Coordinated campaigns may also involve work with AAH advisory committees.

Other

With the Head of Communications and Marketing, devise a budget for membership expenditure

Maintain a strong understanding of membership practices within the wider arts, culture and heritage sector, attending training and networking events as and when appropriate

Assist the Head of Communications and Marketing with communications beyond the membership of the Association when requested.

Work with the CEO on fundraising initiatives which intersect or overlap with membership development.

This job description is not exhaustive, and the post holder may be asked to take on additional responsibilities not included herein.

Person Specification

Three to five years managing membership programmes gained, ideally, within the arts and culture sectors.

Demonstrable success increasing membership engagement, subscriptions, loyalty and income

A thorough understanding of marketing membership programmes and effective use of CRM systems.

The ability to analyse and understand data from a wide variety of sources in order to inform future campaigns and strategies

Strong written and verbal communication skills, and the ability to tailor communications to specific audiences

Knowledge of UK Gift Aid, UK-GDPR and other legislation concerning membership is desirable

An interest in the mission and aspirations of the Association and the desire to work collaboratively in a small team