

## **Membership Manager**

### **Job Description**

Job Title: Membership Manager  
Position: Permanent Contract  
Hours: Full time 35 hours per week (including some evenings and weekends)  
Salary: £25,000-£28,000 (dependent on experience)  
Holidays: 33 days including 8 public holidays  
Responsible to: Commercial Director  
Location based at: Chelsea Physic Garden, 66 Royal Hospital Road, London, SW3 4HS.

### **Equal Opportunities**

Chelsea Physic Garden is a place for everyone. As an equal opportunities' employer, we are committed to championing equality, diversity, and inclusion in our workplace. If you are a suitably qualified applicant, we encourage your application whatever your age, disability, gender, gender identity, race, religion or belief, sexual orientation, or socio-economic background.

### **About Chelsea Physic Garden**

Chelsea Physic Garden (CPG) is an independent charity set up in 1983 to promote and preserve the four-acre garden of the same name. The charity's mission is to demonstrate the medicinal, economic, cultural, and environmental importance of plants to the survival and wellbeing of humankind. We are open to visitors six-days a week, eleven months of the year, and have steadily seen our visitor numbers rise to 70,000 per annum. As a vital green space for local people, we have remained open to visitors throughout the Pandemic (only closing from March – June 2020).

There has been a teaching Garden on our site since 1673, and today we hope that all our visitors leave inspired, having learnt something new. We are in a period of large-scale project implementation, as we move toward a celebration of our 350th anniversary in 2023. The first phase is our Glasshouse Restoration Project, supported by the National Lottery Heritage Fund. This position will be key to supporting the delivery of our business plan including the audience development programme to reach new audiences and better support existing audiences.

### **About the role:**

The Membership Manager (MM) ensures that all day-to-day activity associated with running a membership program for a botanic garden, both front and back of house, are of the highest standard. They will be responsible for developing excellent relationships between the Garden and the various membership levels. They will ensure that the data kept on these groups is stored in accordance with General Data protection or other applicable legislation and to the highest possible standard.

The MM works closely with the Commercial Director, Visitor Experience Manager and Marketing Manager to maximise revenue from sales of membership categories.

They collaborate with Head of Learning & Public Programs to ensure that the public program offers a wide variety of events that serve the interests of the Friends and Patrons and to ensure that these events are promoted effectively to these groups. They will also work with this team to coordinate the delivery of member only events.

The MM will work closely with the Marketing Manager to develop an effective communications strategy for Friends and Patrons that both keeps them informed and maximises secondary spend.

Through their own efforts and by supporting the Visitor Experience Manager and their team they will maximise the take up of Direct Debit as a payment method and secure Gift Aid declarations where possible.

### **Key duties and responsibilities:**

#### **1. Membership processing:**

The MM will ensure that all sales and renewals of Friends' and Patrons' memberships are processed accurately and in a timely manner. This includes inputting data into the CRM (Raiser's Edge), sending out Membership packs, processing Direct Debit claims and compiling and submitting Gift Aid claims.

The MM will be responsible for maintaining the database of Friends and Patrons including updating records when required and providing reports to other staff when needed in line with GDPR guidance.

The MM will work with the third-party mailing house to ensure that renewals letters are sent out in a timely manner.

## **2. Communications:**

The MM will lead on the strategic communications with Friends and Patrons. Working closely with the Commercial Director and Marketing Manager they will agree the frequency and nature of all communications sent out to Friends and Patrons across the year.

The MM will work with the Marketing Manager to develop a marketing calendar for Friends Sales including online and offline channels and take account of key points in the year such as Christmas and Mother's Day.

The MM will work with the Marketing Manager to keep the relevant sections of the website ([www.chelseaphysicgarden.co.uk](http://www.chelseaphysicgarden.co.uk)) up to date, ensuring that the information contained on it is accurate and effective. This will include using web analytics to understand and optimize user journeys.

## **3. Onsite Sales:**

Working closely with the Commercial Director and Visitor Experience Manager the MM is responsible for the development of an onsite sales strategy, including the design of flyers, forms and posters and the training of Visitor Experience and Retail Assistants on the process of selling and processing a Friends sale, securing direct debit and Gift Aid sign up.

## **4. Volunteers and casual staff:**

The MM will work closely with the Volunteer Manager to manage a team of Membership & Retail Volunteers. These volunteers support the role with data processing, mailing processing and staffing the Friend's desk.

## **5. Friends' desk:**

The MM will be responsible for the management of the Friends Desk. The desk, to be served by a combination of the MM and Membership Volunteers will be a point of sale for Friends' memberships as well as an information point for Friends' visiting the Garden.

## **Person Specification**

<b>Skills and Experience</b>	<b>Essential/ Desirable</b>
Experience working with members of charitable, heritage or arts organisation	E
Experience working with digital databases	E
Knowledge of data protection legislation	E
Knowledge of Gift Aid legislation	E
Excellent communications skills (written and verbal)	E
Knowledge of MS Office programmes and ability to learn to work with different systems such as Shopify (our current till system)	E
Knowledge of working in value-led organisations such as charities, or the cultural sector	E
Experience of managing suppliers	E
Experience of processing financial information e.g., Direct Debits	E
Experience of producing letters and emails for mass distribution	E
Self-motivated and able to act on initiative	D
Strong organisational skills, able to manage multiple priorities simultaneously	D
Experience of supervising volunteers	D
An interest in Gardens	D
Experience of copywriting	D
Experience of creating design briefs	D
Experience of website editing	D

### **Additional Information:**

Chelsea Physic Garden is committed to being an equal opportunities employer.

Our organizational values are:

- Inclusion
- Sustainability
- Openness & Transparency
- Respect & Care
- Discovery & Enrichment

### **Terms and Conditions:**

This is a permanent full-time post. The post holder will be required to work an average of 5 days per week but the nature of the role means that

flexibility over the days and hours worked is required to meet the needs of the business.

There is a requirement to work some weekends and bank holidays as part of a roster, for which time off in lieu will be provided. 33 days holiday including statutory holidays

Salary: Competitive, commensurate with experience. £25,000 - £28,000

The Garden operates a salary exchange pension scheme with Royal London. The equivalent contribution rates are 5% employer and 3% employee at the end of the probationary period.

The role is based at Chelsea Physic Garden, 66 Royal Hospital Road, London SW3 4HS.

**Returning your application:**

Please complete the job application form and equal opportunities form and email them to [jobs@chelseaphysicgarden.co.uk](mailto:jobs@chelseaphysicgarden.co.uk)