



## Role Profile

|           |  |
|-----------|--|
| Job Title | Membership Manager   |
| Position  | Permanent  |
| Hours     | Full-time 35 hours per week (including some evenings and weekends) |
| Holidays  | 33 days including 8 public holidays                                |
| Manager   | Commercial Director  |
| Location  | Chelsea Physic Garden, 66 Royal Hospital Road, London SW3 4HS      |

### 1. Equal Opportunities

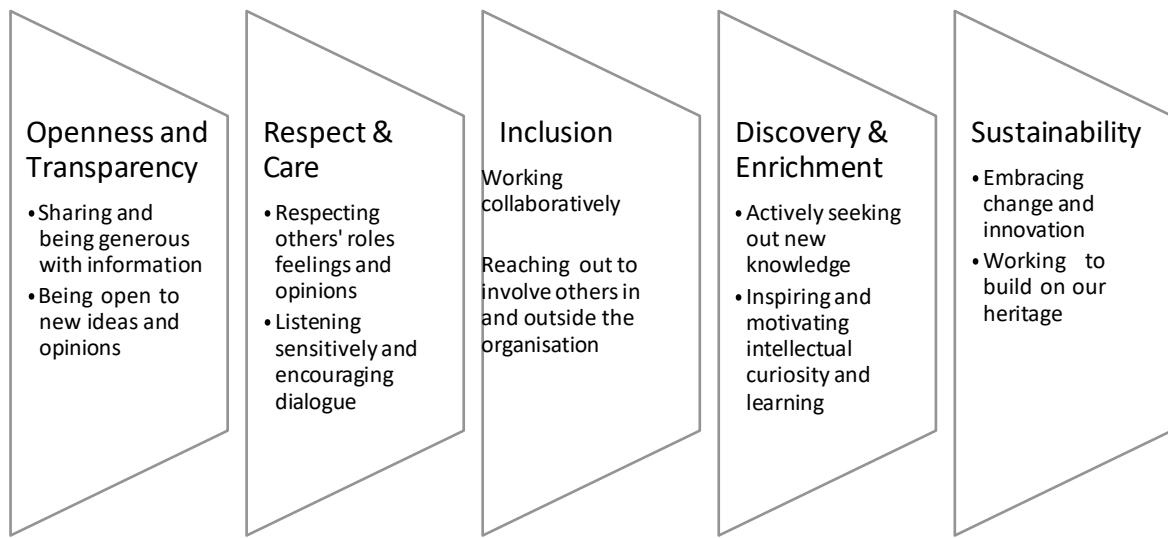
Chelsea Physic Garden is a place for everyone. As an equal opportunities' employer, Chelsea Physic Garden is committed to championing equality, diversity, and inclusion in our workplace. If you are a suitably qualified applicant, we encourage your application whatever your age, disability, gender, gender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

### 2. 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. 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.

### 3. Our Values

We have a set of five interlinked reinforcing values that support each other



#### 4. About the Role

The Membership Manager plays a pivotal role in the growth and development of CPG's membership community, supporting our organisational ambition to inspire wonder, wellbeing and discovery by uniting people with plants that heal. With a strong focus on membership sales and retention, customer engagement, and visitor conversion, the postholder will drive the growth of the membership base and deliver an excellent standard of service across all membership touchpoints.

Reporting to the Commercial Director and working closely alongside the Marketing team, the Membership Manager will develop and implement strategies to increase membership acquisition, retention, and overall income to meet the Garden's ambition of growing membership by 10% over five years. This includes supporting the Visitor Experience & Retail Assistants (VERAs) and volunteers to maximise on-site membership conversion, gift aid participation, and upselling opportunities. The postholder will deliver training and guidance to ensure the team understands membership benefits and can confidently promote them to prospective members.

The Membership Manager is responsible for maintaining accurate and GDPR-compliant records of all membership data, ensuring prompt data entry, processing, and reporting. They will develop and maintain active relationships with members at all levels and work collaboratively across departments to deliver membership benefits, communications, and events that add value and engender loyalty. They will work closely with the Development team to promote long-term giving and support. The Membership Manager will be responsible for reviewing the contract with the third-party mailing house, ensuring service level agreements are met.

The postholder will lead on marketing campaigns related to membership, provide insights on member behaviour and sales trends, and contribute to initiatives that improve the overall visitor to member journey in coordination with the Visitor Experience and Marketing teams.

The Membership Manager will be available to work some weekends as part of a duty management roster and will contribute to the delivery of major public events such as Spring Open Days, Summer Lates, and the Christmas Fair.

## **5. Key Responsibilities**

### **I. Membership Processing**

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

The MM will be responsible for maintaining the Friends database including updating records 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 and other materials are sent out in a timely manner.

### **II. Growth and Development**

The MM will take a proactive role in identifying and developing opportunities for membership growth, with a particular focus on new and underutilised segments such as corporate memberships. This includes researching potential partners, designing tailored membership packages, and collaborating with the Commercial Director and Development team to launch and promote these offerings.

They will be responsible for developing strategies to diversify and expand the Friends membership base, analysing data trends, and proposing innovative approaches to increase acquisition and retention. The MM will also monitor market developments and peer institutions to identify best practices and inform long-term membership development plans.

### **III. Communications and Campaigns**

The MM will lead on communications with Friends and work closely with the Fundraising Manager to support stewardship of the Patrons programme. Working closely with the Commercial Director and Marketing Manager, they will agree the frequency and nature of all communications sent out to Friends across the year, maintaining a calendar of key information and messaging.

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

The MM will take ownership of relevant sections of the website, keeping information up to date, accurate and effective. This will include utilising web analytics to understand and optimise user journeys and support migration to Paperless Direct Debit.

### **IV. Onsite Sales**

Working closely with the Commercial Director and Visitor Experience Manager, the MM is

responsible for the development of an onsite recruitment strategy, including the production of flyers, forms and posters in the house style. The MM will also support the training of Visitor Experience and Retail Assistants (VERAs) on the process of selling and processing membership, including upselling, converting day tickets to memberships and maximising direct debit and Gift Aid sign up.

They will also play a key role in volunteer engagement, working alongside the Retail Buyer & Merchandiser and Visitor Experience Team to support a team of Retail & Membership Volunteers in delivering excellent service and achieving targets.

## V. Stewarding

The MM will act as first point of contact for prospective and current members. They will actively steward and attend monthly Friends Coffee Mornings, and work on expanding the current offering of Members' events by devising additional opportunities for in-person engagement.

The postholder will support the Fundraising team through the administration of Raiser's Edge, including Garden Patron membership renewals, prospect management and gift aid claims. Additionally, occasional support will be required for donor events.

## Person Specification

| Skills and Experience   | Essential/<br>Desirable |
|---|-------------------------|
| Sales orientated and motivated by meeting or exceeding targets  | E                       |
| Experience working with members of charitable, heritage or arts organisation                          | E                       |
| Substantial experience working with Raiser's Edge   | 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 | 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                       |
| Experience of copywriting   | D                       |

## Competency Framework

We have a set of eight competencies that are common to all employees and within the framework each competency has four levels which relate to the level at which individual roles need to operate. The competency assessment for this role is set out below and more information will be provided to support this assessment.

|   | Competency                          | Descriptor   | Level for this role |
|---|-------------------------------------|--|---------------------|
| 1 | <b>Leadership</b>                   | Setting the pace and behaving with integrity   | 3                   |
| 2 | <b>People Management</b>            | Making clear what you expect and what is to be achieved; enabling and supporting your staff to deliver | 2                   |
| 3 | <b>Analysis and use of Evidence</b> | Collecting, analysing and using information and evidence, assessing risk and taking decisions          | 2                   |
| 4 | <b>Communication</b>                | Communicating with colleagues, visitors and stakeholders   | 3                   |
| 5 | <b>Collaborative Working</b>        | Working together with people within and outside of CPG to help us achieve our goals                    | 2                   |
| 6 | <b>Delivering Results</b>           | Organising and managing the work to deliver results  | 3                   |
| 7 | <b>Using and Managing Resources</b> | Using resources cost effectively   | 3                   |
| 8 | <b>Know How</b>                     | The knowledge, skills and expertise you need to do your job and help others to do theirs               | 3                   |

## Terms and Conditions

The post holder will be required to work an average of five 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. Full time staff are required to work a minimum of 3 days per week in the office including a Monday or a Friday.

There is a requirement to work weekends and bank holidays as part of a roster (roughly one in six weekends), for which time off in lieu will be provided.

The Garden operates a salary exchange pension scheme currently with Royal London which means that your gross salary is reduced by the amount of pension contribution made by the employer and employee which is then paid directly into your pension.

The equivalent contribution rates are 6% employer and 3% employee at the end of the probationary period.

Details of other employee benefits and rights will be provided to successful candidates and

include things like a season ticket loan, a cycle purchase scheme as well as an employee assistance programme.