



## Role Profile

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

### 1. Equal Opportunities

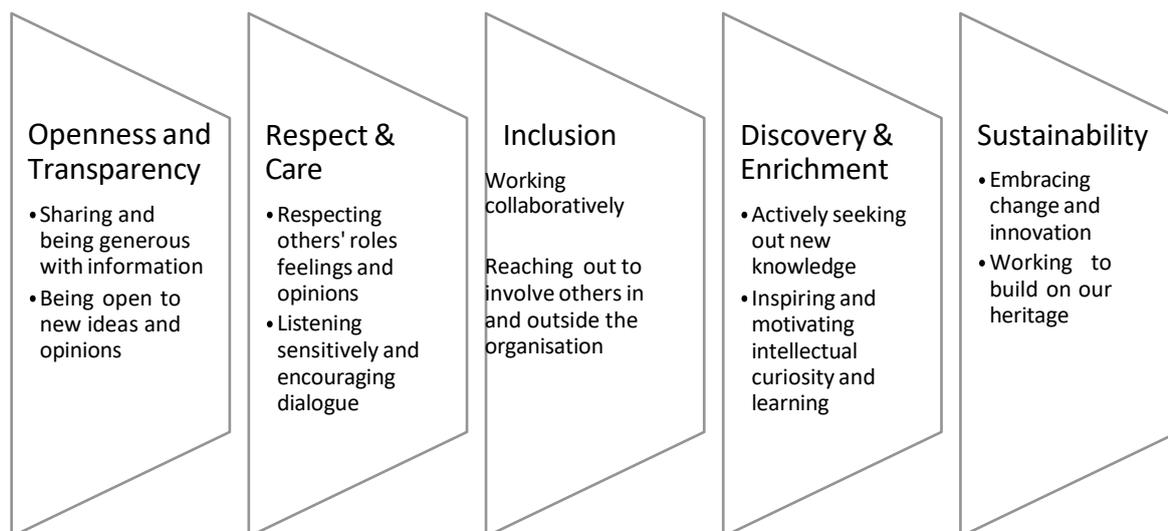
Chelsea Physic Garden is a place for everyone. As an equal opportunities' employer, Chelsea Physic Garden is committed to championing equality, diversity, and inclusion in our workplace. If you are a suitably qualified applicant, we encourage your application whatever your age, disability, gender, gender 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 Officer 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 Head of Marketing & Audience Development (HoMAD) and working closely alongside the marketing team, the Membership Officer will support the development and implementation of strategies to increase membership acquisition, retention, and overall income to meet the Garden's target 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 support training and provide guidance to ensure the team understands membership benefits and can confidently promote them to prospective members.

The Membership Officer 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 Officer will be responsible for reviewing the contract with the third-party mailing house, ensuring service level agreements are met.

The postholder will lead on proposing 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 Officer will be available to work some weekends as part of a duty management roster shared with others 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 Officer (MO) 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 MO 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 MO 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 MO 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 Senior Leadership 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 MO will also monitor market developments and peer institutions to identify best practices and inform long-term membership development plans.

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

The MO will lead on day-to-day communications with Friends and work with the Fundraising Manager to support stewardship of the Patrons programme. Working closely with the marketing team, 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 MO 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 MO is responsible for the development of an onsite recruitment strategy, including the production of flyers, forms and posters in the house style. The MO 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.

## V. Stewarding

The MO 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/ 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.