

JOB TITLE: Membership Manager	REPORTS TO: Senior Product Innovation Manager
FUNCTION: Membership	DEPARTMENT: Commercial Services
JOB PURPOSE: The Membership proposition is designed to grow loyalty and encourage increased contributions among some of our most highly engaged audiences. The purpose of this role is to ensure every aspect of the Membership product runs smoothly and efficiently, overseeing end-to-end operations from acquisition through to renewal. You will continually evaluate each element of the membership proposition and work with stakeholders ensuring high-quality member experiences are delivered across all touchpoints.	

Key Accountabilities	Key Activities / Decision Areas
1. Product management, technology, and systems.	<ul style="list-style-type: none"> ▪ Manage and oversee the process for membership sales, fulfilment, lifecycle management, stewardship, benefits, and programming. ▪ Ensure benefit propositions for all levels of membership remain relevant and of value to members and the Gallery. ▪ Brief the database team on the specifications for membership configuration within Tessitura (customer database and CRM system). ▪ Work with stakeholders to analyse data and make prioritised recommendations for optimising digital channels (Tessitura Network Express Web / TNEW) and the Gallery website. ▪ Work with the Customer Service and FOH Experience teams to improve quality-of-service delivery, sales, and data collection on-site at the Gallery. ▪ Reduce friction from the membership experience, ensuring admin processes for members are self-service wherever possible. ▪ Work with the Membership Events Manager to support the delivery of a successful and engaging events programme. ▪ Work with the Digital and Learning teams to devise and oversee the delivery of a profitable and engaging digital programme for Members. ▪ Support product innovation where required to deliver a roadmap of product development and new feature releases. ▪ Carry out research and discovery and make recommendations to senior management and stakeholders. ▪ Manage stock levels, write creative briefs, and approve assets for membership collateral. ▪ Ensure membership T&Cs and process documentations are regularly reviewed and kept up to date. ▪ Keep up to speed with industry trends and technology advancements. ▪ Support the successful launch and continued operation of the Supporters' House, a new events and hospitality venue for members and supporters (opening Spring 2025).
2. Data analysis, forecasting, and reporting.	<ul style="list-style-type: none"> ▪ Responsible for working with the Data Protection Manager and Database team to ensure GDPR compliance standards are always adhered to with robust processes and data management systems in place. ▪ Co-design and build analytics dashboards and automate wherever possible to provide accurate and insightful data to inform decision making. ▪ In the absence of dashboards ensure robust reporting is in place to provide accurate and timely information on product performance against KPIs. ▪ Provide multi-year revenue forecasts based on sales data, behavioural insights, and planned product enhancements. ▪ Build and maintain agile data models to accurately adjust revenue forecasts in real time based on sales actuals. ▪ Deliver ad-hoc departmental reports throughout the financial year as required. ▪ Analyse data to evaluate the success of time-based marketing promotions and collaborate with Marketing and Data and insight teams to inform future business activity. ▪ Gift Aid benefit tracking to ensure HMRC compliance requirements are met. ▪ Monitor lifecycle and triggered email data to optimise performance.
3. Commercial performance and planning	<ul style="list-style-type: none"> ▪ Responsible for achieving revenue and conversion targets for the sale of new, returning, and renewing memberships and Gift Aid. ▪ Responsible to setting and achieving Gift Membership targets.

	<ul style="list-style-type: none"> ▪ Responsible for working with stakeholders to achieve agreed engagement targets for the membership across the benefits package. ▪ Devise and maintain a schedule of relevant activities and key messages to inform marketing campaign planning, channel optimisation and event programming. ▪ Work with the marketing and CRM team to create seasonal plans for campaigns, promotions, and lifecycle communications that increase engagement and secondary spend from members. ▪ Define the lifecycle strategy for engaging members throughout year one and beyond, across a range of multi-year member cohorts and use monthly data to optimise performance. ▪ Oversee the Membership P&L budget.
4. Stakeholder relations, communication, and management.	<ul style="list-style-type: none"> ▪ Active member of the Tessitura Working Group. ▪ Project Management of cross team working groups to deliver agreed objectives. ▪ Deputise when necessary for the Product Innovation Manager and/or Head of Commercial Services. ▪ Maintain positive working relationships with third party vendors and services providers. ▪ Deliver training as required to grow product knowledge and enthusiasm across stakeholder groups and ensure high quality and consistent delivery of member benefits and services across multiple touchpoints.

Role Dimensions	
Financial (limits/mandates etc.)	Non-financial (customers/staff etc)
<ul style="list-style-type: none"> ▪ Responsible for Managing expenditure budgets for membership within the wider Commercial Services P&L accounts. ▪ Budget holder approval rights 	<ul style="list-style-type: none"> ▪ Learning & National Programmes ▪ Digital Services ▪ Information Systems ▪ Marketing & Insight ▪ Operations ▪ Finance ▪ Exhibitions ▪ Creative ▪ Guest Experience

Person Specification	
Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> ▪ Positive and engaging attitude. ▪ High level of numeracy and accuracy. ▪ Strong communication skills. ▪ Experienced at working to deadlines. ▪ Commercial acumen. ▪ High level of organisation and planning skills. ▪ Resilience during busy periods. ▪ Ability to multi-task under pressure. 	<ul style="list-style-type: none"> ▪ Proven ability in project management and stakeholder leadership. ▪ Ability to understand customer service and operational strategies. ▪ Experience of organisational membership schemes and/or loyalty programmes ▪ Experience Tessitura. ▪ Strong systems knowledge. ▪ A comprehensive understanding of GDPR. ▪ Ability to analyse data. ▪ Knowledge of financial processes ▪ Proficient understanding of Gift Aid. ▪ Understanding of Google Analytics. ▪ Principles of UX design.

The Promise Performance Behaviours (9)

Passionate Patient	Engaging Approachable	Polite Adaptable	Positive Consistent	Professional
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Organisation Structure for role and department

Head of Commercial Services

Senior Product Innovation
Manager

Membership Manager