



# BATH PRESERVATION TRUST

## Job Description

<b>Post:</b>	<b>Membership Engagement Officer</b>
<b>Terms:</b>	<b>Part time (3 days a week)</b> <b>Salary range between £12,000 and £13,200 (Full time equivalent range between £20,000 and £22,000)</b>
<b>Location:</b>	This role will be predominantly based at the Schoolhouse, Museum of Bath Architecture, Paragon, Bath.
<b>Reporting to:</b>	Chief Executive
<b>Purpose of role:</b>	To develop an active relationship with members, both corporate and individual. To look after the Trust's membership, including membership communications, publications, events and social activities both formal (AGM) and informal (Christmas drinks). To facilitate funding approaches to members for specific projects and to contribute to the development of BPT's approach to legacies. To participate in, research and consider collaboratively the development of the membership relationship in new ways.

## Background

Bath Preservation Trust is a registered charity and Company limited by guarantee, managed by a board of Trustees and a small professional staff, which campaigns for the preservation and suitable development of the City of Bath and its environs and also runs 4 museums in the city.

BPT is constituted as a membership organisation which currently has in the region of 1400 members, including honorary guide members, joint and corporate members. Members make a small contribution to the organisation's overall turnover, but importantly many of them join the Trust in order to support us financially, so there is an intrinsic link between the membership function and the raising of funds from individuals.

The main activities are described below. This is not intended to be an exhaustive list and in addition, the post holder may be required to undertake other duties and responsibilities compatible with the overall scope of the post.

## Main duties

### *Membership administration*

- Act as the main contact for BPT members for all aspects of membership including ensuring that members feel valued
- Responsibility for all aspects of events for members including setting up, delivering, attending and evaluating a varied annual programme of events. Responsibility for all administration of such events including where required producing invitations, liaison with speakers/guides, booking venues, producing papers, and handling ticket sales if applicable

- Contribute to the delivery of the BPT membership strategy including recruitment and retention of members and activity to increase membership numbers and income
- Development of the corporate membership offer with the aim of retaining and recruiting new members and building relationships with corporate members and others who provide sponsorship for BPT activities
- Responsibility for maintaining the Membership database and other records and for ensuring that all data is up to date, accurate and in compliance with the requirements of the General Data Protection Regulations.
- Working with BPT Finance Team on annual renewals of membership subscriptions and on the Gift Aid reclaim for membership, and actively seeking and implementing improvement of process and procedures to streamline the administration of membership such as online membership applications, electronic ticket sales etc.
- As part of a small team based at the Lower Schoolhouse help out in any area of BPT's work including general admin and office duties

#### *Communications*

- Responsibility for the production and mailing of three printed member communications (Annual Review and two newsletters)
- Working in conjunction with other team members to develop publications to promote BPT to existing and potential members in a variety of formats including social media posts regarding membership, developing and updating the membership section of the website, membership email newsletters and other publicity material as required.
- Responsibility for recruiting and retaining volunteers to assist with membership and event work where applicable

#### *Strategic and General Support*

Although fundraising responsibility within the organisation lies with the Senior Management Team. Membership contributes to this by:

- proactively seeking opportunities to increase funds for BPT's non-project funded work through both membership recruitment and financial giving
- supporting the Chief Executive to actively fundraise from members via planned giving/legacies
- working with Chief Executive and Trustees to help shape membership strategy
- supporting Chief Executive, Trustees and other staff to build and grow links across Bath and its environs to increase awareness and profile of BPT's campaigning and other work, to increase membership and raise funds
- work with colleagues in the Museums and Campaigning Teams in order to facilitate funding approaches to members for specific projects

#### **Person specification**

- Practical experience of working in a membership organisation or similar
- Demonstrable excellent verbal and written communication skills to a range of audiences and via a range of media both print and electronic
- Mature attitude especially in relation to confidentiality. Knowledge of GDPR desirable
- Demonstrable practical experience of using Access databases or similar
- Demonstrable practical experience of website content management and social media
- Interest in and understanding of heritage charities
- Flexibility and willingness to assist at evening events and other tasks not specifically set out in this job description.

The post requires a friendly approachable personality, happy to interact regularly with members face-to face and in writing, and with a strong eye for administrative detail. The role is self-supporting in a small organisation. Flexibility, ability to communicate at all levels and a proactive 'can-do' attitude will be necessary.