



ROYAL EXCHANGE THEATRE

Job Description

JOB TITLE: Membership Coordinator

Responsible to: Individual Giving Manager

Responsible for: N/A

INTRODUCTION TO THE ROYAL EXCHANGE THEATRE

The Royal Exchange Theatre sits at the heart of Manchester's culturally dynamic city centre. We are one of the largest and most compelling producing theatre companies in the UK commissioning, creating and developing original and ambitious theatre in our two permanent theatre spaces – a 750 seat in-the-round space and a 90-seat flexible studio space – as well as throughout the building, across the city and beyond. We have additional space in the Northern Quarter area of the city, Swan Street, which houses our Production Workshop where we design and build all our theatre sets. As well as the workshop, Swan Street also contains another rehearsal/studio space and the theatre's vast Costume Hire Department housing thousands of its on-stage costumes

JOB CONTEXT

The Development Department exists to raise fundraised income from grant making bodies, businesses and individuals to support the work of the theatre. The department also has shared responsibility for stakeholder management, networking and partnership working. The department is led by the Development Director who works with three managers who each head up three key areas of fundraising activity:

- Grants fundraising – funds are raised mostly by way of applications to Trusts, Foundations and other statutory and non-statutory grant making bodies;
- Corporate Fundraising – both cash and in-kind income is raised by way of a corporate membership scheme and the sponsorship of a range of the theatre's activities; and
- Fundraising from Individuals – funds are raised from individuals by securing major gifts, donations (large and small), gifts in wills, selling plaques and by running a membership scheme which incorporates regular giving.

JOB SUMMARY

The Membership Coordinator supports the raising of funds from individuals and has responsibility for the day-to-day administration of the theatre's membership scheme. Managed by the Individual Giving Manager, the Membership Coordinator will have specific responsibility for: delivering membership recruitment and retention campaigns; processing memberships and payments on our Box Office database; leading on stewardship and benefit delivery for members; and, organising and delivering events for members.

MAIN DUTIES AND RESPONSIBILITIES

- Day-to-day administration of the Membership scheme as directed by the Individual Giving Manager
- Processing membership applications and renewals
- Being the first point of contact for members' queries
- Using Tessitura to manage memberships, process and reconcile contributions, carry out data segmentation and execute membership Direct Mail campaigns as required.
- Proactively develop and deliver recruitment and upselling campaigns
- Organising mailings and mail merges to members
- Using WordFly to co-ordinate members e-communications including BACKSTAGE, the members newsletter
- Engaging with and managing volunteers to help with mailings
- Organising, delivering and fronting Members events
- Assisting the Individual Giving Manager in the stewardships and renewal of Platinum Members and Patrons as directed
- Maintaining reporting spreadsheets, charting progress against targets
- Carry out research into supporters and prospects
- Providing administrative cover (including servicing ticket bookings of supporters) as required

DUTIES AND RESPONSIBILITIES OF ALL STAFF MEMBERS

- Be aware of the work of other departments in the achievement of the Royal Exchange Theatre's aims and to take an active part in communicating and co-operating with other staff and departments.
- Work in accordance with the Equality and Diversity policy of the Royal Exchange Theatre and to participate in the achievement of the theatre's Diversity action plan.
- Be aware of, and comply with, rules and legislation pertaining to Health and Safety at work and to abide by the procedures as set out in the Health and Safety policy.
- Take part in the company's work around Sustainability and reduce environmental impact.
- Be aware of and comply with rules and legislation pertaining to Safeguarding and to abide by the procedures as set out in the Safeguarding policy.

- Abide by other guidelines, procedures and policies provided by the Company.
- Take part in such working groups and committees as might from time to time be required for the fulfilment of departmental or company aims.

Note

This job description will be reviewed on an annual basis and updated as appropriate.

PERSON SPECIFICATION

Essential skills, experience and knowledge

- Good levels of experience and competency in administration (either in Membership / Individual Giving or a comparable environment)
- Demonstrable experience of comprehensive use of a CRM database
- Proficiency in Microsoft office
- Experience of using Excel to analyse data for reports
- Experience of using marketing and social media to promote services or sell products
- Experience of event management and public speaking
- Good written and verbal skills
- Excellent attention to detail
- The ability to get on with a wide range of people.
- Possessing tact and diplomacy with the ability to deal calmly with difficult conversations
- Ability to conduct research into prospects and supporters as directed
- Experience of delivering excellent customer service
- An understanding of the need for confidentiality

Desirable skills, experience and knowledge

- A passion for theatre
- Previous experience of using Tessitura
- Experience of using WordFly or similar digital communications platform
- An enthusiasm for sales
- Experience of processing membership sales and renewals efficiently
- Experience of working in a fundraising environment
- Awareness of General Data Protection Regulation and relevance to the work of the Development Team
- Ability to work in a changing and flexible organisation
- Ability to work evenings and weekends

DATE last reviewed: June 2018

