

Job description and person specification

Membership Officer

westminster-abbey.org



Westminster Abbey

**Job description**

**JOB TITLE:** Membership Officer

**Department:** Events and Marketing

**Post reports to:** Head of Ceremonial Events and Marketing

**KEY RELATIONSHIPS:** Internal: Visitor Experience Team, IT, Communications and Digital Team, Finance Department

 External: Members, Related Associations

**Job summary:** To support the Abbey Association sales and marketing process through the administration, documentation and communication of all procedures involved in maintaining a clean and up to date database as well as management of Association payments.

**Background:** Westminster Abbey is both a place of daily worship, and is one of the UK’s leading visitor attractions, welcoming over one million visitors each year. A diverse and lively community work at the Abbey, comprising approximately 300 employees and a greater number of volunteers.

**Main duties and responsibilities:**

1. Act as first and sole point of contact handling all membership enquiries to agreed standards and procedures
2. Process new membership applications, renewals and payments (including Direct Debit) to the agreed procedures and professional level standards
3. Collate new member and renewal letters, and print membership cards on a daily basis
4. Work with the IT Department to maintain the membership office equipment
5. Prepare welcome packs for new members for collection at the Visitor Entrance, ensuring the new member packs are available at all times
6. Optimise retention rates by ensuring regular and timely communication to members
7. Prepare and input data required for monthly reporting, providing information to the Finance Department as and when required
8. Accurately capture member details and update database regularly
9. Devise and maintain processes that lead to effective business controls including, but not limited to, the recording of all prospect details and joiner details
10. Maintain all suspended member records, updating as necessary
11. Produce regular reports on areas such as membership sales and renewals for the Head of Event Management and Marketing and other internal stakeholders as and when required
12. Process requests for refunds if applicable
13. Alert the Finance Department of any default payments
14. Create and manage a membership events calendar and ensure this is effectively communicated to internal systems as required
15. Manage and lead on member events working as required out of the general working hours to ensure the efficient delivery of the events
16. Manage and replenish stock of marketing materials and membership pack collateral for the membership office and tickets desk
17. Regularly check, replenish and update marketing materials across the Abbey site
18. Target suitable visitors to recruit new members
19. Work with the Head of Event Management and Marketing to create a new creative for development of the Association membership
20. Develop and manage direct marketing campaigns to recruit new members and retain existing ones
21. Produce monthly newsletter to all active members
22. Work with the Communications & Digital Department to ensure membership webpage content is accurate and up to date
23. Create social media campaigns
24. Liaise with external suppliers on design and production of membership marketing materials and membership pack collateral
25. Respond to any Association complaints in a timely manner
26. Produce monthly renewal reminders to all members and assist in renewing memberships via post, telephone or direct debit subscriptions
27. Regularly train and re-train Welcome Team cashiers ensuring staff on the Abbey floor are confident selling and renewing memberships at the Visitor Entrance
28. Assist the Head of Event Management and Marketing by carrying out ad-hoc duties as and when required

**Person specification**

This section outlines the knowledge, skills and abilities the job holder needs in order to fulfil the requirements of the post. ‘Essential’ criteria are those that the job holder absolutely must have in order to do the job. ‘Desirable’ criteria are those qualities that would be either useful, or an advantage or those which the job holder can be trained to do.

**Education / Qualification**

1. Educated to degree level or equivalent
2. Relevant academic and/or professional qualification in administration
3. Educated to post-graduate level *(Desirable)*

**Skills / Knowledge**

1. Strong and effective oral and written communications skills
2. High level of IT literacy, including proficiency in Microsoft Office packages
3. Excellent organisational and time management skills
4. Proven management of databases, maintenance for accuracy and direct debit implications

**Experience**

1. Proven experience of office administration
2. Experience of a membership scheme in a similar environment *(Desirable)*

**Attributes**

1. Sympathy for and understanding of the Abbey as a Christian Church
2. Commitment to the Abbey’s mission and to the maintenance of its reputation, with the capacity to be diplomatic and discreet
3. Excellent attitude and approach to customer service
4. Self-motivated and able to motivate others
5. Ability to work under pressure
6. Methodical and accurate with an excellent attention to detail
7. Well-presented
8. Able to deal with people at all levels
9. Ability to act with tact and diplomacy at all times
10. Able to build and develop collaborative working relationships
11. The flexibility to work additional hours when required during busy periods and on occasional weekends and bank holidays

This job profile will be kept under review and may be amended by the Dean & Chapter from time to time. Any proposed changes will be discussed with the post holder.