



Memberships & Admissions Manager

Department:	Commercial
Location:	Compton Verney Art Gallery & Park
Reports to:	Commercial Director
Direct reports:	Membership and Admissions Co-ordinator Sales Assistants
Key relationships:	Internal: <ul style="list-style-type: none"> All departments
Contract Type:	Permanent/Full time
Hours per week:	37.5 hours per week
Salary:	£36k per annum
Constraints:	Rural location so driving license required.
Date:	April 2021

Compton Verney Art Gallery and Park

We are an award-winning gallery, based in a Grade I-listed Georgian mansion amidst 120 acres of Grade II-listed Lancelot 'Capability' Brown parkland in Warwickshire. With six permanent collections (Naples, Northern European Art 1450-1650, British Portraits, Chinese, British Folk Art & The Marx-Lambert Collection) and a schedule of thought-provoking changing exhibitions and events, we are an accredited museum, and a registered charity. For more information about Compton Verney, visit www.comptonverney.org.uk **Twitter** @ComptonVerney / **Facebook** /ComptonVerney / **Instagram** @Compton_Verney

Main Purpose of the Role:

You will be reporting to the Commercial Director and will be a key member of the Commercial Team. This is a new role within the organisation, demonstrating our commitment to developing our income from day visitors and growing our popular membership programme. You will be responsible for developing and delivering the strategy which will see a significant growth in membership and admissions income over the next five years. This is a really exciting opportunity to be part of the new One Compton Verney growth strategy to ensure we recover strongly from the challenging year.

This role has line management responsibility for a membership and admissions co-ordinator and the front of house sales assistants.

Role Responsibilities:

- Develop the strategy for conversion of paying visitors to members outlining a clear vision of how the programme will drive sustainable growth in membership income
- Set the pricing strategy for both day tickets and membership ensuring these are benchmarked against competitors
- Set clear KPI's and report weekly to the management team on results
- Ensuring the front of house team are clear on targets and given clear guidance and training on upselling and cross selling



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- Create and implement an effective engagement strategy to maintain a high level of member retention and ensure key relationships are well managed
- Provide guidance, training and mentoring to the visitor experience team in the recruitment and ongoing support of members
- Increase the lifetime value by developing supporter loyalty programmes to encourage members, donors and supporters to stay longer and do more
- Work with the marketing team to optimise marketing to achieve strategic objectives
- Ongoing analysis and quality control of membership data held in the CRM system, ensuring data integrity
- Ensure we have a clear idea of the variety of demographic profile of the CV member and visitor and create compelling offers in line with interests and motivations
- Responsible for membership and admissions income forecasting and budget, managing and reporting of expenditure to demonstrate a strong return on investment against proposed targets
- Evaluate all membership and admissions activity, developing monthly reports to monitor progress against objectives
- Ensure the team are supported in the delivery of an effective membership scheme and admissions programme
- Keep up to date with best membership practice and network with other key membership organisations
- Work with the Head of Fundraising on potential individual giving campaigns

General Responsibilities

- Actively contribute to the successful achievement of departmental and charity-wide goals
- Adhere to all Compton Verney policies and procedures
- Carry out any other duties as reasonably requested
- Actively embody the charity's values

Compliance

Equalities

- To promote equal opportunities at all times, to plan accordingly to encourage the widest level of engagement, from the widest range of audiences, removing barriers to access and ensuring representation in public programmes.

GDPR

- Ensure that data is appropriately used and collected at all times

Health and Safety

- Responsible for your own personal safety, in addition to others who may be affected by the company's activities. Ensure that all H and S and Safeguarding protocols are in place for all events at all times, undertake risk assessments, method statements and report on any incidents in a timely and effective way to protect audiences and staff.



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Safeguarding

- Safeguarding is everyone's responsibility and all employees are required to act in such a way that at all times safeguards the health and wellbeing of children and vulnerable adults. Familiarisation with, and adherence to, the Safeguarding Policy and any associated guidance is an essential requirement of all employees as is participation in related mandatory/statutory training.

Financial Controls and Budgets

- Assist in meeting Compton Verney's financial regulations and ensure employee adherence to the internal financial procedures

Environmental Policy

- Ensure that the most effective production and delivery that least impacts on the environment is applied in all areas

We are committed to developing an organisation that is representative of diverse communities and welcome applications from all sections of the community. The following groups are currently underrepresented: Disabled, Black, Asian and ethnic minority groups.



Person Specification – all essential criteria

QUALIFICATION & ATTAINMENTS

- Minimum 5 GCSE grades A-C Inc. Maths and English or equivalent
- Further Education qualification

WORK EXPERIENCE

- Proven experience of successfully managing a membership or loyalty marketing programme for a minimum of 5 years
- Experience of developing membership and donor schemes
- Knowledge of new product development
- Knowledge of retention and loyalty programmes
- Proven track record in achieving income targets
- Using customer data to drive revenue and customer engagement
- Use of insight and analytics to drive business decisions
- Experience of managing teams, including formal line management
- Working with a CRM system and evolving good practice to keep up to date with data requirements.
- An understanding of the not-for-profit sector
- A commitment to equal opportunities
- An interest in or appreciation of the arts / culture / heritage (desirable)

SKILLS

- Strong communication, presentation and influencing skills
- Excellent numeracy and analytical skills
- Excellent relationship management skills
- Excellent organisational skills with strong attention to detail



One Compton Verney

A manifesto for an extraordinary place

1

An extraordinary place

We are One Compton Verney: more than an art gallery, a house and a park. Rather than separate elements, our exhibits, interpretation, education, activities, experiences, events, facilities, services and digital presence are deeply integrated. We deliberately blur the perceived boundaries between visual and performing arts, indoor and outdoor, architecture and landscape, science and nature, creativity and learning, digital and analogue, and visiting and participating.

2

We connect everyone to art, nature and creativity

Our galleries, spaces and grounds are places for contemplation, conversation, music, performance, storytelling, learning, making, gardening, play, and creative response. This fascinating and ever-changing cultural kaleidoscope is magical it envelops you and invites your engagement. This engagement promotes visitors' wellbeing, physical and mental health.

3

We're a catalyst for ideas

We are a platform for dialogue, debate and interaction with society: a generator of new ideas and a facilitator of how to action them. To do this, we convene artists, creatives, writers, dancers, musicians, scientists, academics and specialists with our audiences. Together, through discussion, debate, research, experiment, co-creation, dynamic encounters and unique experiences, we explore contemporary ideas, innovative solutions to pressing problems, new interpretations, multiple perspectives and challenge traditional narratives.

4

We invite you to spend deep, meaningful time

A visit to Compton Verney is an extraordinarily immersive experience with a profound sense of place. We want you to relax and spend deep, meaningful time in our landscape, and with our art. But we can also animate and provoke, stimulate and heighten all of your senses. We invite you to roam, explore and discover, to be yourself, lose yourself and find yourself, feel free, and maybe try something you have never done. For you and those you love, we want your visit to be joyful, playful, surprising and delighting. Your search for truth and beauty will bring food for thought and a feast for the soul. A visit to Compton Verney is a tonic: it energises, nourishes, rejuvenates and uplifts.

5

We experiment, influence, ignite and inspire

Everything we do is done with careful reflection, great commitment and attention to detail. Our knowledge base, expertise, reach and international standing give us the authority to innovate. We are agile and proactive, inventive and entrepreneurial and have the courage to take and manage risks, learning from every experiment. We influence arts practitioners, environmentalists and scientists, igniting and inspiring the next generation.



6 We think globally and act locally

We take a stand and contribute to a better, kinder world. Specifically, we champion environmental sustainability, build audience diversity and equity, deliver transformative learning outcomes and commit to social responsibility in everything we do.

7 We're for everyone

We reach out to engage the widest possible audience. We welcome you and your family to ours and invite you to join us. We support our visitors to feel safe, at ease and at home. We count on your support to sustain Compton Verney for the future. We want one visit to mean that you will carry a piece of us with you until you return.