



**Museums Association Applicant Information Pack**  
**Marketing and Membership Officer – Maternity**  
**Cover**  
**January 2024**

## **Contents**

Welcome letter	Page 3
About us	Page 4
Organisation chart	Page 5
What we offer	Page 6
Job Description	Page 9
Person Specification	Page 11
How to apply	Page 13
Useful Information	Page 14

## **Welcome letter from the Manager**

Thank you for your interest in the Membership and Marketing Office position.

I am delighted you are considering this job and I hope this information pack gives you an insight of who we are and what we are about.

Membership is at the heart of the Museums Association and this role managing the individual membership processes is busy and very customer focussed. You will be the main point of contact for new and renewing members, and will need to follow set processes each month to help maintain and grow our membership. As well as routine tasks largely undertaken on our Microsoft Dynamics database, there are opportunities to engage with members face-to-face at events and to be creative with marketing campaigns targeting members. We are a small, friendly team with a big reach and we value a self-motivated attitude and a commitment to high standards of customer service.

We hope the following information will encourage you to apply and we look forward to receiving an application.

You can contact me on [zoe@museumsassociation.org](mailto:zoe@museumsassociation.org) if you have any further questions about this job.

Best wishes

Zoe

## **About us**

We are a dynamic membership organisation that campaigns for socially engaged museums and a representative workforce. We work ethically and sustainably and collaborate with partners where we have common aims and values. We advocate for and support museums and everyone who works in and with them so that the value and impact of museums and their collections is realised.

We are the only organisation for all museums in the four nations of the UK. We recognise the differences in context, culture, legislation, policy and practice between the nations and we strive for equitable treatment for all our members in the UK. We are independent and not-for-profit and advocate for museums without fear or favour from governments or funding influences.

### **Our mission**

Inspiring museums to change lives.

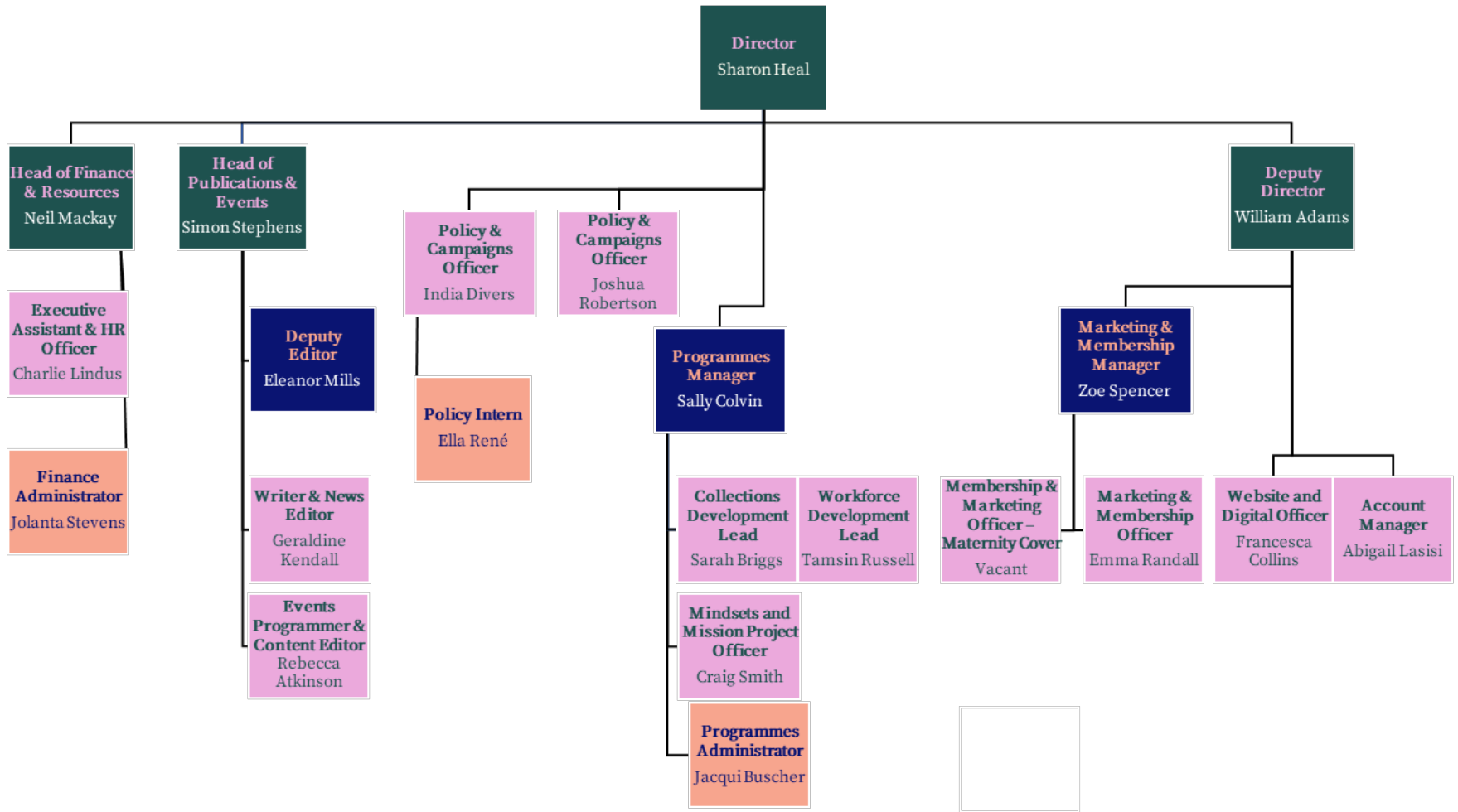
### **Our vision**

Inclusive, participatory and sustainable museums at the heart of their communities.

### **Our values**

- We lead with courage and passion.
- We champion diversity and equity.
- We work collaboratively, inclusively and ethically.
- We campaign for social and climate justice.
- We lead change by example

# Organisation Chart



## **What we offer**

### **Working hours and flexible working**

Our full-time working hours are 30 per week, Monday – Thursday. In line with our four-day work week trial, the successful candidate will be paid for a 35 hour work week. We also offer a range of flexible working arrangements, such as hybrid working; compressed and reduced hours week and flexi-time.

### **Annual leave**

- You are entitled to 25 days annual leave a year (pro-rata), plus public holidays (pro-rata).

### **Salary**

All salaries are benchmarked against information from an independent third party organisation specialising in terms and conditions and pay for comparable job roles.

There is a salary range for each role within our grading system to enable the MA to recognise and reward employees within the context of changing circumstances and based on competencies.

### **Pension**

We offer a Group Pension Plan and will contribute 8.5% if the employee contributes at least 4%.

### **Life assurance**

We will make a single payment of six times your salary as life assurance to the person/s you choose.

### **Health and wellbeing**

You have access to:

- £50 towards glasses for Visual Display Unit (VDU) work, plus an interest free loan for the remaining costs.
- Applying for Sabbatical leave.
- Applying for Study leave.
- Complimentary tea and coffee in the office.

- Employee Assistance Programme (EAP).
- Annual £200 contribution towards home working setup.
- £50 wellbeing allowance for 2024/25.
- Free eyesight tests.
- Free individual MA membership card <https://www.museumsassociation.org/join/>
- Opportunity to join Prospect, the MA's recognised Trade Union.
- Staff away days.

### **Family-friendly policies**

- Significantly enhanced maternity (26 weeks full pay), adoption (26 weeks full pay), paternity (2 weeks full pay) and shared parental pay (2 weeks full pay) and leave.
- Up to 10 days paid special/compassionate leave.
- Unpaid time off to look after dependants.
- A maximum of 18 weeks' Ordinary Parental Leave for each of your children under the age of 18 years - for children up to their fifth birthday, the first two weeks' Ordinary Parental Leave will be paid at the normal rate of pay.

### **Learning and development**

We place a high priority on the development of our staff.

We want to ensure that every employee has the best opportunity both to gain the necessary skills and knowledge to work effectively towards our objectives and to further their own personal development.

### **Travel**

You are entitled to:

- An interest-free annual season ticket loan.
- Cycle to work scheme loan.
- Expenses paid for all travel and subsistence on work trips.

**Time of in lieu (TOIL)**

TOIL for any weekend working and attending our annual conference.

**Volunteering**

We encourage staff to take up to three days leave annually to volunteer with other registered charities.



## Job description

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<b>Job title</b>	Membership & Marketing Officer
<b>Contract</b>	Fixed term maternity cover – up to 14 months.
<b>Grade</b>	3
<b>Place of work</b>	Hybrid working – all staff are expected to work from our office in London at least twice per month (pro rata)
<b>Responsible to</b>	Marketing & Membership Manager
<b>Responsible for</b>	No management responsibilities
<b>Date</b>	January 2024

### Summary

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Responsible for of all aspects of individual membership and subscriptions. Responsible for developing and implementing various marketing promotions/campaigns.

### Major activities

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#### Membership administration

- Administering and developing the membership function for individuals and subscriptions.
- Responding to all queries relating to individual membership.
- Managing and keeping up to date the individual membership on the CRM database.
- Working with the finance team to ensure the timely collection of payments.
- Ensuring timely issue of all notices, renewals, reminders and membership packs and materials for individual membership.
- Providing regular reports around individual membership and subscriptions data.

## **Membership engagement**

- Being the main contact between the MA and its membership representatives including collating and disseminating information – individual membership lead and being the lead contact for a particular region/nation.
- Facilitating membership engagement online and in person.

## **Marketing**

- Developing and implementing individual membership marketing campaigns.
- Implementing marketing campaigns for Members' meetings, Moving on Up and Student events.

## **Production and design**

- Briefing and working with designers and external companies to create design assets and ensure timely delivery of designs.

## **Events and meetings**

- Assisting the events team to support admin around events when needed.
- Attending and promoting the MA at sector events and members' meetings.

This list is neither exhaustive nor exclusive and may be changed from time to time.

## Person Specification – Membership and Marketing Officer

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The purpose of this specification is to identify the attributes required by applicants to perform the duties in the job description. The specification will be used to shortlist applicants and to compare how well candidates match the agreed specification.

It will also be used by potential candidates to understand expectations and identify how their experience, knowledge and skills will be assessed.

### Assessment Method Key

Application (A)	Criteria will be assessed at shortlisting; therefore, anything not in your application can not be scored.
Interview (I)	Criteria will be assessed during an interview, should you be shortlisted.

Essential requirements	Assessment method
<b>Experience</b>	
<ul style="list-style-type: none"> <li>Experience of using a CRM, preferably Microsoft Dynamics</li> </ul>	A/I
<ul style="list-style-type: none"> <li>Experience of using an emailing platform such as Microsoft Dynamics Marketing</li> </ul>	A/I
<ul style="list-style-type: none"> <li>Managing relationships with external suppliers/contractors, particularly CRM Providers</li> </ul>	A
<ul style="list-style-type: none"> <li>Experience of working in a busy customer services role</li> </ul>	A/I
<ul style="list-style-type: none"> <li>Writing and proofing marketing copy</li> </ul>	A/I
<ul style="list-style-type: none"> <li>Experience of using a content management system</li> </ul>	A
<ul style="list-style-type: none"> <li>Creating and editing digital communications</li> </ul>	A/I
<b>Knowledge and understanding</b>	
<ul style="list-style-type: none"> <li>Good understanding of membership journeys</li> </ul>	I
<ul style="list-style-type: none"> <li>Good understanding of using full marketing media mix</li> </ul>	A/I
<ul style="list-style-type: none"> <li>Understanding of the mission, vision and values of the Museums Association</li> </ul>	I
<ul style="list-style-type: none"> <li>Understanding of data protection issues</li> </ul>	I

<b>Skills and attributes</b>	
<ul style="list-style-type: none"> <li>• Strong organisational skills and the ability to prioritise a busy workload</li> </ul>	A/I
<ul style="list-style-type: none"> <li>• Excellent customer service skills</li> </ul>	I
<ul style="list-style-type: none"> <li>• Excellent copywriting and editing skills</li> </ul>	I
<ul style="list-style-type: none"> <li>• Excellent IT and technical skills and ability to use a content management system and CRM</li> </ul>	A
<ul style="list-style-type: none"> <li>• Enthusiastic, with good communication and interpersonal skills</li> </ul>	I
<ul style="list-style-type: none"> <li>• Excellent attention to detail</li> </ul>	A/I
<ul style="list-style-type: none"> <li>• Ability to use own initiative and to problem solve</li> </ul>	I
<ul style="list-style-type: none"> <li>• Ability to work with others and across multidisciplinary teams</li> </ul>	I
<b>Travel</b>	
<ul style="list-style-type: none"> <li>• Willingness and ability to occasionally travel and stay overnight in the UK and overseas</li> </ul>	A
<b>Desirable requirements</b>	<b>Assessment method</b>
<ul style="list-style-type: none"> <li>• Ability to explain complex issues and train others to use systems</li> </ul>	I
<ul style="list-style-type: none"> <li>• Knowledge of SmartDebit system</li> </ul>	I
<ul style="list-style-type: none"> <li>• Knowledge of WordPress</li> </ul>	I

## **How to apply**

The closing date for applications is **Sunday 25 February 2024 at 11.59pm**.

Please send completed application form and equality and diversity monitoring form to [charlotte.eyles@museumsassociation.org](mailto:charlotte.eyles@museumsassociation.org) with subject heading 'Membership and Marketing Officer – Maternity Cover'.

Interviews will be held online on **Monday 11 March 2024**.

We are actively seeking and welcome applications from people from a range of diverse backgrounds, particularly people with disabilities, people of colour, people who identify as LGBTQ+ and people from a range of socio-economic and educational backgrounds.

All candidates will be contacted via email for the following reason:

- To inform them if they have been unsuccessful in being shortlisted for an interview
- To inform them if they have been successful in being shortlisted for an interview
- To inform them if they have not been offered the role after an interview including feedback on request

Candidates will only be contacted via telephone if we are offering them the role.

## **Useful Information**

### **Application form**

The Executive Assistant and HR Officer will remove all personal data and dates from the application form before it is sent to the interview panel.

### **Shortlisting**

A shortlist of applicants will be drawn up for interview, based entirely on merit and suitability for the post, by an assessment of each application against the person specification for the post. Applicants who are unsuccessful in progressing to the interview stage will be informed of the outcome of shortlisting. Unsuccessful applicants will not be given feedback on their application due to capacity.

### **Interviews**

The MA will share core interview questions one week before the interview takes place. There may be a few interview questions that won't be shared.

Applicants should inform us prior to the interview of any reasonable adjustments they may need relating to the process and format of the interview, particularly related to neurodivergence or disability.

Applicants will be informed about the constitution of the interview panel and format of the interview ahead of time.

All interviewed candidates will be notified of the outcome of the selection process as soon as possible by email.

### **Conditional offers**

All offers of employment will be made conditional upon satisfactory results from the following:

- two satisfactory references;
- confirmation of the right to work in the UK;
- a check of qualifications where relevant.

## **Probationary Period**

New appointments will be subject to a probationary period of six months. Unsuccessful candidates will be provided with feedback about their performance at interview on request.

## **Commitment to equality**

In the case that candidates are 'as qualified as' each other we will give preference in offering interviews to people from diverse backgrounds, particularly people with disabilities, people of colour, people who identify as LGBTQ+ and people from a range of socio-economic and educational backgrounds.