



RPS ROYAL
PHILHARMONIC
SOCIETY



MEMBERSHIP MANAGER

Royal Philharmonic Society

For over 200 years, the RPS has been at the heart of music, creating opportunities for musicians to excel, championing the vital role that music plays in all our lives.

It all began in 1813 when a group of musicians set out to establish a series of orchestral concerts in London. The Society's regular performances attracted world-class artists including Mendelssohn and Wagner, and it commissioned exhilarating new music for an eager public to hear: most famously, Beethoven's Ninth Symphony. In its founding gesture, the Society created a lasting culture. Other orchestras found their footing and their music resounds across Britain today.

200 years later, the Society continues to celebrate and empower musicians who – like our founders – strive to enrich society with all that they do. Through grants, commissions, coaching and performance opportunities, we help exciting young performers and composers find their voice. Through the renowned annual RPS Awards, we celebrate the quality, impact and ingenuity of the finest artists and creative forces at work today. Through our Membership we aim to cultivate national pride and curiosity in classical music, and rouse audiences to recognise the vital and valued role they play in the country's thriving musical heritage. Through all our endeavours, we are dedicated to proving classical music's rightful and powerful place in society.

royalphilharmonicsociety.org.uk

Role overview

This is an exciting moment to join the RPS team. This year, the Society embarks on a major new chapter in its history, launching – as part of a new Strategic Plan – all-new Membership intended to transform its profile and scope, and attain a place in the hearts and minds of the public equivalent to the Royal Horticultural Society and the National Trust.

Through Membership, which comprises a range of new levels and benefits, the RPS hopes to rouse greater interest in classical music and what makes Britain 'philharmonic'. We want to give the public a greater impression of the personalities dedicated to making great music happen nationally, whilst inviting them to share their views and be more outgoing in their exploration of all that music has to offer. In this, we hope to play a significant role in uniting music lovers with music makers (amateur and professional) and, in doing so, foster a brighter national conversation about classical music.

Achieving something like this will be beneficial for the overall profile and prosperity of classical music in the UK – and the newly-created position of Membership Manager is central to making that happen.

The Membership Manager will take the lead organisational role in building Membership, advancing strategies daily to welcome new Members to the RPS, and ensuring those who have joined truly value their Membership and feel inspired to recommend it to others. In a small, dedicated team, the Membership Manager will report directly to and work closely with the Chief Executive, and have the opportunity to work with colleagues across the music profession to establish and evolve partnerships that help the RPS to further its reach.

Key responsibilities

Communications

- Creatively and resourcefully define ways of telling classical music audiences nationally about RPS Membership, ensuring the offer remains compelling, rewarding, and well-presented
- Encourage colleagues in the music profession to join as Members; consult them in what more the Society can distinctly do for its professional members in terms of connectivity, and address measures to fulfil this
- Produce informative and inspiring e-bulletins, digital content and a bi-annual magazine for Members, with support from other colleagues
- Address with the Chief Executive how the media, opinion formers and social influencers can help communicate the worth of joining the RPS
- Optimise 'gift membership', following the example of other national membership organisations, and devise how best to promote this

Cultivation

- Provide outstanding stewardship, acting as a friendly, attentive first point-of-contact and maintaining regular contact with current and potential Members
- Ensure all expected benefits are fulfilled, and devise interactive initiatives for Members to feel more engaged and heard by the RPS and part of a national conversation about classical music
- Encourage Members to attend our talks and events and track who books

- Ensure current Members take pride in the RPS and entice their friends to join

Partnerships

- Map classical music and cultural organisations nationwide who may help the RPS reach potential Members through (reciprocal) promotion and 'friendraising' events
- Establish ways to meet and engage with potential RPS Members in music clubs, societies and amateur ensembles nationally – gauge their interests and address what a future specialist membership offer for such organisations could look like; explore what links can be fostered with other national membership organisations

Events

- Support the Chief Executive in ensuring future talks and events are relevant and enticing to current and potential Members, and increasingly take place at strategic locations to grow Membership nationally
- Define what an RPS 'friendraising' event may optimally entail, activating a variety of models and evaluating their success
- Organise occasions for certain levels of Membership to engage with the RPS' charitable work and meet its beneficiaries

Prospecting

- Identify and pursue individual prospects for higher tiers of Membership, making a strong case for support, with the Chief Executive, Development Consultant, Trustees and Council through existing networks
- On a similar basis, identify and pursue organisations that could become Corporate Members
- Identify and sensitively cultivate Members who may be inclined to give at higher levels or support particular appeals to help the RPS fulfil its charitable aims

Managing data

- Ensure all online subscription systems are effectively operational with the General Manager
- Maintain accurate records of Members, compliant with GDPR and the organisation's Privacy Policy

- Maintain accurate records of Membership income; undertake a regular Gift Aid reconciliation with the General Manager; chart how all benefits fulfilled comply with the charity's Memorandum of Gift Aid and VAT benefits
- Report progress and key figures to Trustees and funders

Identify with the Chief Executive where to draw on further expertise / consultancy in membership building, and act on what arises from this

Assume other management responsibilities within the scope of the role as required from time-to-time by the Chief Executive or Board of Trustees

Person specification

With a big mission but a small team, the RPS relies on dedicated, hard-working staff who each have a singular role and valued voice in the organisation, and come to work each day ready and eager to make a difference.

For this role, we are seeking someone with real drive, who cares about the mission propelling their work and sees the scope within what they do to make a positive difference to classical music in the UK. You should be organised, self-starting and imaginative, able to captivate and inspire others. You should know what it takes to work in a busy arts organisation, and be able to fulfil numerous priorities with efficiency and spirit.

Essential

- Experience of building an arts organisation or charity's stakeholders, likely either its supporter base or audience in a fundraising or marketing role
- Experience of stewardship and evidence of how your personal care reaped benefits for your organisation
- Outstanding interpersonal skills, demonstrably able to communicate confidently and warmly in person and in writing with a wide range of people
- Experience individually representing an organisation, meeting new stakeholders on its behalf and effectively conveying the organisation's values
- Ability to work proactively and productively at a significant pace but always with care

- Appetite for – and ideally experience of thriving in – a target-driven approach
- Enthusiasm for and knowledge of classical music; demonstrable passion for the RPS' aim to foster greater curiosity and pride in classical music nationally
- Proven experience maintaining records accurately, adhering to GDPR and an organisation's Privacy Policy

Preferable

- Existing contacts across the music profession
- Familiarity with managing and drawing data from an online payment system
- Familiarity with Gift Aid reconciliations
- Some experience in using Mailchimp or equivalent communication software
- Some experience of design and media software such as Photoshop, InDesign, iMovie or similar

Terms

The role of Membership Manager is full-time, though we are open to strongly qualified applicants who may be interested in working 0.8 full-time equivalent (4 days a week). Regular hours of work are Monday to Friday, 9.30am – 5.30pm plus occasional evening and weekend events.

The Royal Philharmonic Society's office is at 48 Great Marlborough Street, London W1F 7BB.

Annual leave is 25 days plus statutory bank holidays.

As is standard with all positions at the RPS, the role is subject to a six-month probationary period.

Salary: £30,000 per annum (full-time)

How to apply

The closing date for applications is 11am on Monday 13 January 2020 (extended from Thursday 9 January).

To apply, you should email the following to Robin Sheffield, General Manager at robin@philharmonicsociety.uk by the closing date:

- a covering letter detailing your interest and suitability for this role
- an up-to-date CV of no more than two pages outlining your relevant experience

Please note that late or incomplete applications cannot be accepted.

First-round interviews for shortlisted candidates will be held on the afternoon of Tuesday 21 January 2020 at our office in central London. Please indicate in your application if you have any availability issues on that day.

If you are interested in applying but would like to find out more first, we warmly welcome you to contact us with any residual queries, or to ask for an informal chat. In the first instance, please simply call us on 020 7287 0019 (weekdays 09.30am – 5.30pm).

Cover: RPS Gold Medal winner Jessye Norman; RPS Award winner Streetwise Opera; current RPS beneficiaries, the Barbican String Quartet; Ludwig van Beethoven whose Symphony No.9 the RPS commissioned; RPS Award winner, the National Open Youth Orchestra; composer Anna Meredith who the RPS supported as she was establishing her career; RPS Award winner 'Classically Yours' presented by Orchestras Live and East Riding Council in Yorkshire; RPS Women Conductors programme