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|  | **Job Description** January 2024 |  |

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| **Role:** Membership Marketing Manager | **Business** Audiences & Support |
| **Reports to:** Head of Marketing | Pay Band/Starting Salary: Grade 5 Lower, £38,557 - £42,479 pro-rata, per annum |
| **Location:** Edinburgh | **Type of Contract:**  Maternity Cover 12 months/ Full-time |
| **Terms and conditions**   * The post is subject to the standard terms and conditions provided with the application pack | |

CONTEXT

The National Trust for Scotland is the charity that cares for, shares and speaks up for Scotland’s magnificent heritage. Since 1931, we’ve pioneered public access to and shared ownership of some of the most magnificent buildings, collections and landscapes in Scotland. We’re Scotland’s largest membership organisation and we’re independent from government.

The Audiences and Support Directorate brings together a range of creative and specialist skills to build support for our charity. Working closely with colleagues across Scotland, we protect, enhance and build the Trust’s reputation, positioning our charity as a leader in protecting and sharing Scotland's natural, cultural and historic places for everyone to enjoy.  By listening to our audiences and placing them at the heart of what we do, we grow support for our charity; increasing membership, inspiring visits and generating vital income through philanthropic work.

PURPOSE OF THE ROLE

This role is responsible for developing and delivering marketing strategies to grow membership, nurture our existing membership base, and inspire loyalty and support. It develops compelling positioning and messaging for membership. The postholder is results driven contributing strategically to activity which generates over one third of the Trust’s income annually.

**KEY RESPONSIBILITIES**

1. Work with the Head of Membership to champion membership within the Trust, leveraging internal support and driving collaboration. Support audience facing teams in providing the highest level of service to supporters.
2. Develop and deliver multiple membership recruitment campaigns across all channels throughout the year against target and budget agreements.
3. Nurture member engagement throughout the supporter lifecycle by deploying a suite of tailored communications across channels including magazines, letters, and e-newsletters to encourage visitation and engagement, improve retention and nurture a deeper connection between members and our cause. Work in collaboration with channel owners across the Audiences and Support Directorate.
4. Explore, deliver and review retention incentive schemes, loyalty rewards and reactivation strategies to meet retention targets and to encourage back lapsed or cancelled members.
5. Support properties to reach membership recruitment targets through the facilitation of training and the development of compelling sales resources and tools.
6. Collaborate with the wider marketing team to represent membership within the brand identity on national partnerships and brand campaigns.
7. Contribute to the strategic development of the membership product, from pricing and benefits to presentation and promotion, using audience segmentation research, market insights and benchmarking.
8. Measure the effectiveness of marketing performance to optimize campaigns and report on membership performance against growth and income targets.
9. Play an active role in the appropriate professional bodies and peer alliances.
10. Willing to work non-traditional hours and be available to travel in the UK.

The current duties of this job do/ do not require a criminal records (Disclosure Scotland) check to be carried out.

**SCOPE OF ROLE**

**People Management**

* No direct reports at present time. Occasional supervision of temporary administrative staff and volunteers may be required.
* Work closely with the Marketing Executives.
* Manage relationships with agency partners and external consultants.
* Post holder will be in regular contact with a wide range of internal and external stakeholders.

**Financial Management**

* Budget holder, responsible for budget preparation, forecasting, phasing, monitoring and control.
* Post holder will be financially literate to monitor and report on spend associated with marketing activity.
* Responsibility of monitoring membership income against budget and flagging any performance issues to the Head of Marketing and Head of Membership.

# SKILLS, EXPERIENCE & KNOWLEDGE

The above outlines the key skills the job holder will need to possess and exercise. In addition, either knowledge of or experience in the following is required:

Essential

* Demonstrable knowledge of membership, stakeholder or customer engagement.
* Experience of the complete marketing mix and ability to write marketing plans, briefs, and reports. Creative flair to devise innovative and engaging campaigns to maximise results.
* Clear understanding of above and below the line marketing tools with an eye to future marketing approaches.
* Appreciation for the importance of long-term brand building.
* Experience of working in a results-driven environment, delivering success against key targets.
* Skills in successful budget and financial management, combined with clear evidence of commercial awareness.
* A proactive approach with problem solving skills and a keenness to push the boundaries.
* Comfortable working on own initiative and as part of multi-disciplinary teams.
* High levels of interpersonal and communication skills and confidence in dealing with a wide range stakeholders at all levels
* Competent user of Microsoft Office products.
* Ability to manage time efficiently and effectively in an environment of changing priorities.
* A relevant degree and Marketing specific qualifications or equivalent experience
* A love for Scotland!

Desirable

* Knowledge and understanding of Customer Relationship Management systems
* Sound knowledge of UK charitable giving, data protection and taxation law as applies to fundraising and events, and the Fundraising Codes of Practice
* Knowledge of Data Protection legislation and its adherence in all direct marketing activity
* A current valid driving licence

The Key Responsibilities, Scope of Job, and Required Qualifications, Skills, Experience & Knowledge reflect the requirements of the job at the time of issue. The Trust reserves the right to amend these with appropriate consultation and/or request the post-holder to undertake any activities that it believes to be reasonable within the broad scope of the job or his/her general abilities.

**Applications**

Interested applicants should forward their Curriculum Vitae (CV) or an Application Form to the People Services Department (Applications) by email via workforus@nts.org.uk, by Sunday 11th February 2024

Please ensure your CV includes your full name and contact details, the CV file sent to us should be titled your first initial and surname. When submitting your CV please state the position and job location of the vacancy you are applying for in the subject title or body of your email: For example "Gardener - Culzean"