

Friends Manager
Development Department, Royal Academy of Arts
Up to £30,000 plus attractive benefits
(Based at Blackfriars from July 2015)

About the Royal Academy of Arts

The Royal Academy of Arts (RA) is undertaking the most radical redevelopment of its central London site in its 247-year history. In 2018, we will open a revitalised campus uniting Burlington House on Piccadilly with Burlington Gardens. This will include a new suite of galleries, our first dedicated Learning studio and a 250-seat auditorium. An enhanced public programme of exhibitions and debate will build on our already world-class reputation for promoting the practice, understanding and enjoyment of the visual arts.

About the Friends of the Royal Academy

The Friends of the Royal Academy membership scheme is one of the largest of its kind, with nearly 90,000 members. Since we do not receive support from the state, our Friends scheme is the lifeblood of the Royal Academy. Its continued success and growth is essential for the Royal Academy to operate and fulfil its vision to be a clear, strong voice for art and artists. In 2018 we will celebrate our 250th anniversary, by which time the Friends will have delivered in excess of £100 million of funding to the Academy over 35 years.

About this role

We are looking for an impressive, dynamic manager to join the Friends Team in delivering aggressive targets and inspirational strategies, including ensuring that the Friends Strategy delivers year-on-year increased Friends' retention and engagement with the RA. You will have a sound understanding of membership and loyalty schemes and will increase growth through a combination of expanding the membership and soliciting further gifts and spend on site.

Highly numerate and data-driven, you will extrapolate trends from data and will use your analysis to determine the merits of new sales and membership initiatives. You will have experience of supporting the governance and administration of a high-powered board of directors, and will assist with detailed report writing and the preparation of papers for the Friends Board of Directors.

Supremely well-organised, you will be adept at managing and delivering multiple projects. You will use your outstanding interpersonal and influencing skills to support interaction with Friends and future Friends, as well as RA colleagues, predominantly in the Curatorial, Communications and Operations teams.

You must have a genuine hunger to engage arts audiences and convert that engagement into financial support for the Royal Academy.

Apply

All applicants must fill in an application form to apply for this role. Please see the 'How to apply' section of our website <http://www.royalacademy.org.uk/careers-at-the-ra>

Closing date for applications:

31 May 2015

Interviews to be held week commencing:

8 June 2015

JOB DESCRIPTION

Job: Friends Manager
Department: Development Department
Reports to: Head of Friends

BACKGROUND

The Friends of the Royal Academy is one of the largest schemes of its kind; with nearly 90,000 members it represents the life blood of the Royal Academy. Its continued success and growth is essential for the Royal Academy to operate and fulfil its vision to be a clear, strong voice for art and artists. 2018 will be our 250th anniversary by which time the Friends will have delivered in excess of £100 million of funding to the RA over 35 years. They have been vital in our evolution and will become more so in times to come.

MAIN OBJECTIVES

- To deliver the Friends Strategy to ensure year-on-year increased Friends retention and growth, through a combination of not only expanding the membership, but also soliciting further gifts and spend on site.
- To work with every department in the organisation and with an impressive board of directors, to maximise each opportunity to deepen the Friends' engagement and reinforce their relationship with the RA. Success will be measured on retention ratios and membership increases.

MAIN DUTIES

1. On the ground implementation of the Friends strategy, delivering on sales initiatives and membership drives
2. Project manage all Friends loyalty and recruitment activities – deliver within time and budget
3. Close collaboration with the Friends Development Marketing Manager and CRM Manager to develop a continuous improvement plan for the company's loyalty and CRM systems which drive a true tangible benefit
4. Data driven and evidence/behaviour based, you will review the merits of each initiative, to ensure successful activities only are pursued going forwards
5. You will be adept at delivering several diverse and creative supporter activities at once including special fundraising campaigns and tantalising offers to drive loyalty
6. Well organised, you will be able to deliver projects and manage people across a large organisation, working collaboratively with the Curatorial, Communications and Operations teams

7. Provide support to the Head of Friends on governance and administration of the Friends Board of Directors – this will include detailed report writing and preparation of Board papers
8. Support the administration and actions of the Board of Directors
9. Support Head of Friends and Head of Friends & Visitor Experience with appropriate and regular briefing to front line staff – to ensure all are fully informed of all recruitment and loyalty initiatives
10. Drive deeper engagement with the Academy – identify potential Patrons, Capital and Corporate donors from the Friends members. Tailor products, events and programming that will generate greater engagement and philanthropy as they move up the donor chain.
11. Ensure that Health and Safety policies, procedures and regulations are known, understood and complied with by yourself, your team (if applicable) and any contractors, suppliers and all others who work with the team
12. Undertake any other duty which may reasonably be allocated by the Head of Friends or other senior officer.

PERSON SPECIFICATION

- Educated to degree level or equivalent
- At least 3 years' experience in a client relationship role or membership recruitment within a charity, membership organisation or similar environment
- A proactive, cooperative approach to working
- A sound understanding of loyalty membership marketing
- Highly numerate, driven, able to report against KPIs and financial targets
- Previous experience working on public or membership appeals preferred
- Supremely well organised, productive, able to prioritise and a good time manager
- Outstanding interpersonal and influencing skills, to support interaction with Friends and future Friends and colleagues – a real people person, who can relate to people from all walks of life at an individual level
- A strong communicator, written and presentation
- Persuasive, polished and well presented
- Committed to continuously updating knowledge and testing new approaches, breaking new ground
- Must possess a blend of business thinking and commercial savvy and the drive to make projects happen
- Strong IT skills across all the core MS office products
- Knowledge and experience of managing large dynamic customer databases and communication programmes
- Knowledge of art and heritage preferred but not essential.