



JOB DESCRIPTION.

JOB TITLE	Patrons Manager
REPORTS TO	Head of Revenue Fundraising
DEPARTMENT	Development
DIRECT REPORTS	Membership Officer, Membership Administrator
RESPONSIBLE FOR	Friends Volunteers

BACKGROUND

We celebrate Shakespeare's transformative impact on the world by conducting a radical theatrical experiment. Inspired and informed by the unique historic playing conditions of two beautiful iconic theatres, our diverse programme of work harnesses the power of performance, cultivates intellectual curiosity and excites learning to make Shakespeare accessible for all.

Shakespeare's Globe is an educational charity administered by the Shakespeare Globe Trust. Shakespeare's Globe receives no annual subsidy from the Arts Council for our core artistic and educational work or for current capital projects. The Development department therefore must seek new sources of non-core funds and resources to support all the activities and capital projects for Shakespeare's Globe. The department is also responsible for initiating and developing short and long-term strategies and plans to secure funding projects that meet and develop the objectives of Shakespeare's Globe and to engage the wider organisation with the importance of fundraising to secure a long term and sustainable future.

The Friends and Patrons of Shakespeare's Globe are the beating heart of support for the organisation. In return for their support they receive a range of benefits from exclusive events and invitations, priority booking and the *Globe* magazine. On a day-to-day basis the servicing of the Friends and Patrons is carried out by the Membership team, managed by the Patrons Manager. Additionally, we have a growing number of US Patrons whose benefits will be delivered by the Membership team.

PURPOSE OF JOB

- Devise and implement strategies for recruitment and retention of our Friends and Patrons as we endeavour to grow our 6,800 strong membership.
- Assist in developing individual giving campaigns.
- Managing a portfolio of current and prospective Patrons.
- Maximise income potential and present a leading donor programme ensuring donors are fully engaged with the Globe, and encouraged to renew and increase their support.
- Look for new internal opportunities to embed and promote membership across the organisation.

PRINCIPAL RESPONSIBILITIES

Strategy and Management

- Develop and implement creative strategies for membership across Friends and Patrons, including acquisition, retention and upgrade in order to meet annual targets.
- Oversee the schedule and application of the strategy with the Membership team.
- Oversee the responsibility of volunteer management for 57 Friends Desk volunteers.

External Relationships and Fundraising

- Manage an individual portfolio of current and prospective Patrons including developing strong relationships to ensure deepened involvement and support of the Globe in line with agreed strategy.
- Lead on fundraising event initiatives and individual giving campaigns; devise and manage a successful annual programme to support longer term major donor strategy.
- Work with the US Development Associate and other team members, ensure benefits are delivered in the UK to members of the US Patrons scheme.
- Keep up-to-date with best practice and fundraising policy in the sector including the laws affecting gift-aid and tax-efficient giving. Ensure that the organisation is aware of the latest guidance from HMRC and other regulatory bodies associated with generating income from membership schemes.

Internal Relationships and Collaboration

- Oversee the work of the Membership team in planning and implementing an annual programme of scheduled communications and events, ensuring that they are created and delivered in a timely manner, and align with the agreed overall marketing plan.
- In collaboration with the Communications team, lead on the creation and promotion of membership initiatives, collateral, and ensure delivery of membership communications across all Globe platforms.
- Develop effective relationships with Senior Globe fundraising volunteers to support their work in promotion of the Patrons programme.
- Work with colleagues across the Globe to identify and capitalise on opportunities to further engage current members of all levels, and promote awareness of the membership schemes internally across departments and externally to the wider audiences.
- Support the wider Development team in research and identification of prospects for Capital, Corporate and Trust & Foundations fundraising, as well as represent and support the Development team at events or with tasks as required.

Operational

- Oversee the management and operations of the Membership team to ensure that all memberships are processed effectively, identify opportunities to streamline processes and implement delivery across the team, in order to maximise income potential and team capacity.
- Work with the Head of Revenue Fundraising to agree ambitious targets for membership income from Friends and Patrons, regularly reviewing against the budget to direct overall strategy and assist in completing quarterly reforecasts.
- Manage membership income and expenditure budgets, ensuring records are maintained and updated to enable accurate and timely reporting and analysis of activity.
- Work directly with the Finance team in submitting regular gift-aid claims, and overseeing the Membership team processing of Direct Debits and running regular reconciliation reports to ensure that income is reconciled appropriately.
- Use the CRM system Tessitura to identify data sets and prospects that could be targeted to increase revenue.
- Oversee the capture of relevant donor information in compliance with GDPR, and ensure records are accurately maintained on Tessitura.
- Act as a CRM champion for Development and represent the team at the Tessitura User forum and CRM Operations Group.

PERSON SPECIFICATION

Essential

- Experience of managing a membership function within an Arts organisation or charity.

- Experience of holding responsibility for membership development, retention and assessment.
- Experience of successful face-to-face fundraising and high-level donor focused development.
- A demonstrable commitment to excellent donor stewardship at the highest level.
- Experience of delivering fundraising targets, effective operational planning and financial tracking.
- Excellent interpersonal and verbal communication skills with a variety of people at all levels, including a well-developed sense of tact and diplomacy.
- Experience of writing copy and corresponding with donors demonstrating strong literacy skills and the ability to create a compelling case for support.
- Experience of establishing and maintaining effective working relationships and being a supportive team member.
- Experience of strong people management skills, either through direct line management or comparable responsibilities.
- Experience using a CRM system in a Development or Marketing Department.
- Proven project management skills, gained through having developed and managed projects independently.
- Strong organisational skills with attention to detail and the ability to prioritise and work under pressure.
- Ability to analyse and present complex data and make recommendations for action/improvement.
- Demonstrable knowledge of marketing theory and its application to the development of successful membership recruitment and retention campaigns.
- Demonstrable knowledge of membership schemes across the Arts sector, as well as general trends, techniques in fundraising and external relations.
- Understanding of the principles of equality and diversity and the ability to apply and promote these in practice at work.

Desirable

- Experience using the CRM system Tessitura.
- Experience of managing volunteer programmes.
- Experience using email software such as Wordfly or Mailchimp.
- Experience of working on digital marketing campaigns.

RECRUITMENT INFORMATION AND TERMS AND CONDITIONS

Permanent / Full time

[A full set of terms and conditions will be supplied with a contract of employment]

Hours: 35 hours per week exclusive of lunch breaks. Additional hours at evenings and weekends are frequently required for which time in lieu may be granted. There are no extra payments for additional hours worked. A flexible approach to work, with the ability to work outside standard hours as required is essential.

Salary: £30,000 to £34,000 depending on experience

Holiday: The annual holiday leave is 25 days per calendar year plus Bank Holidays.

Benefits: Discount in the Globe shop and onsite restaurants/cafes; free entry to Shakespeare's Globe Tour and to selected Globe Education events; access to our free employee assistance programme via phone line and website; season ticket loans available; eye test scheme; SGT will auto-enrol eligible staff into a pension scheme, with required employer contributions.

This job description is not a contract but is provided for an employee's guidance on the way in which the duties of the post are to be carried out. The content of the job description may change from time to time and the employee will be consulted over any substantial changes.

As a term of employment you may be required to perform work not specifically mentioned above commensurate with the scope of your role within Shakespeare Globe Trust.