

## Recruitment Information



## Development Officer – Membership (Fixed Term/ Maternity Cover)

## Development Officer - Membership (Fixed Term)

**£35,856 - £38,954 per annum plus membership of Civil Service pension scheme**

Full time (37 hours a week) fixed term for 8 months, from **1 March – 31 October 2024**

You will help to ensure long-term fundraising success for National Museums Scotland by working across the Development team to help retain, steward and recruit Members.

Specifically, you will:

- Deliver enhanced high-quality engagement for museum Members through the creation, development and realisation of new benefits, content, experiences and events.
- Explore and propose ways to reduce our Membership scheme's carbon impact, including but not limited to the creation of a new Digital Membership product.
- Deliver and support campaigns, materials, and promotions for recruiting new Members, and attracting further donations.

You will have been involved in writing and editing creative fundraising or marketing materials; devising, organising, planning and delivering high-quality creative content, events and experiences. You should also have experience of Raiser's Edge, Tessitura or a similar CRM system, and you will have experience of utilising data to inform projects. Ideally you will also have managed tenders and dealt with contracted agencies, have experience of writing for the web and of achieving results with the support of volunteers. Knowledge of the legislation pertaining to fundraising would also be useful.

You are provided with a job description and person specification for further detail about the post. The closing date for completed applications is **07 January 2024** at midnight. It is anticipated that the selection event will take place on **29 January 2024**.

Learn more about National Museums Scotland and our history [here](#).

To find out more about our employee benefits, please visit our [benefits page](#).

National Museums Scotland is committed to being an Equal Opportunities Employer. We are keen that our workforce profile reflects the diversity of our visitors and audiences. Therefore, all jobs at National Museums Scotland are open to everyone and we encourage applicants from all backgrounds, irrespective of sex, gender identity, race, disability, religion or belief, sexual orientation or age. We welcome candidates who think they have the required skills and can make a contribution in this key role.



## JOB DESCRIPTION

<b>Post Title:</b> Development Officer – Membership (Fixed Term)		
<b>Department:</b> Development	<b>Section:</b> Individual Giving	
<b>Directorate:</b> External Relations	<b>Grade:</b> 4	<b>Hours:</b> 37
<b>Purpose of Post:</b> <ul style="list-style-type: none"> <li>▪ To deliver enhanced engagement with Members, through the creation, development and realisation of new benefits, content, experiences and events.</li> <li>▪ To explore and propose ways to reduce our Membership scheme's carbon impact, including but not limited to the creation of a new Digital Membership product.</li> <li>▪ To support long-term fundraising success by working across the Development team to help recruit and steward supporters.</li> </ul>		
<b>Key Responsibilities:</b> <p><b><u>Member Engagement &amp; Care</u></b></p> <ul style="list-style-type: none"> <li>▪ Develop and deliver activities that support increased and enhanced engagement with Members</li> <li>▪ Provide a high standard of stewardship and care to supporters, particularly Members, through effective verbal and written communications.</li> <li>▪ Lead on the development and creation of content devised exclusively to enrich Members' experiences (both in-person onsite and digitally)</li> <li>▪ Deliver a wide range of Member events</li> <li>▪ Create, edit and deliver Development communications (including regular e-bulletins), to build and retain readers' interest, involvement and financial support for the future</li> <li>▪ Coordinate the design and print of campaign materials, working with in-house designers and external contractors</li> <li>▪ Conduct analysis and report on effectiveness/learnings from Membership and Individual Giving initiatives</li> <li>▪ Provide administrative cover for the Development Assistants including Membership and Donor gift processing and thank you letters, and acting as the first point of contact for Membership enquiries</li> <li>▪ Support other engagement activities for various groups and individual supporters, as required</li> </ul> <p><b><u>Membership Recruitment</u></b></p>		

- Develop, or support the development of, innovative, cost-effective and successful multi-channel recruitment drives and fundraising appeals (including direct mail materials, e-mail, web copy and other fulfilment materials)
- Develop and deliver new and engaging campaigns, materials and promotions for increasing supporters (such as promotions around Special Exhibitions, on-site promotions, leaflets and other promotional opportunities)
- Manage and develop the Supporters section of the website, to increase online joining, renewing and giving
- Manage the maintenance and development of onsite giving initiatives in collaboration with Visitor Experience teams

#### **General**

- Commit to good health & safety and access practice and ensure familiarity with National Museums Scotland's health & safety and access policies, procedures and guidelines
- High quality record keeping, ensuring all activity is recorded accurately on our CRM database and donor records are up to date

#### **Expected Outcomes:**

- Increased income from Membership and Individual Giving as per annual targets specified in Departmental Plan and Performance Development Review
- Better retention of supporters; greater participation in public programme activities and Member events
- Increased online Membership engagement, enrolment and donations
- Membership scheme established as a first step on the 'ladder of involvement' for prospective mid-level and major donors, corporate contacts, and legators

#### **Reports To:**

Development Manager (Individual Giving)

#### **Facts and Figures:**

**Budget Managed:** None

**Staff Managed:** None

**Indirect Staff Managed:** None

#### **Thinking Skills (Judgement / Decisions Made):**

- Creativity in devising and delivering new ways to engage with supporters and in matching the supporter offer in the right way to address needs/desires of the relevant audience; setting National Museums Scotland apart from others;

retaining supporters' interest in the long-term in a highly competitive marketplace

- Planning and organising skills, e.g. devising and arranging multiple events to a highly professional standard; balancing many diverse activities and projects across a busy team; prioritising and efficiently delivering activities to meet the team's objectives
- Judgement in appraising options, e.g. assessing market opportunities, prospects and competitors; identifying gaps and overlaps and creating improved an improved supporter offer
- Taking a data driven approach to ensure best use of resources and to maximise effectiveness of initiatives.
- Assessing costs and benefits of new activities and presenting plans and recommendations to senior staff
- Adaptability to accommodate changes of plans, contingencies, etc

#### **Communication and Contact:**

##### **Internal:**

- Working with colleagues in Digital Media, Learning & Engagement, Communications, Curatorial, Visitor Experience, and other teams to create new Member benefits, events, content and experiences – negotiating commitment of resource and ensuring benefit is delivered to a high standard
- Liaising with Marketing, Digital Media and CRM & Ticketing colleagues in webpages, social channels and other promotional materials and campaigns, ensuring all marketing communication materials appropriately credit donors and sponsors, and include appropriate calls to action
- Visitor Experience colleagues to help support onsite Membership sign-up and promotion, and other onsite giving initiatives

##### **External:**

- Working with contracted agencies or consultants, negotiating design approaches, print processes, approving expenditure within the agreed budget, and reporting progress

#### **Most Challenging Parts of the Job:**

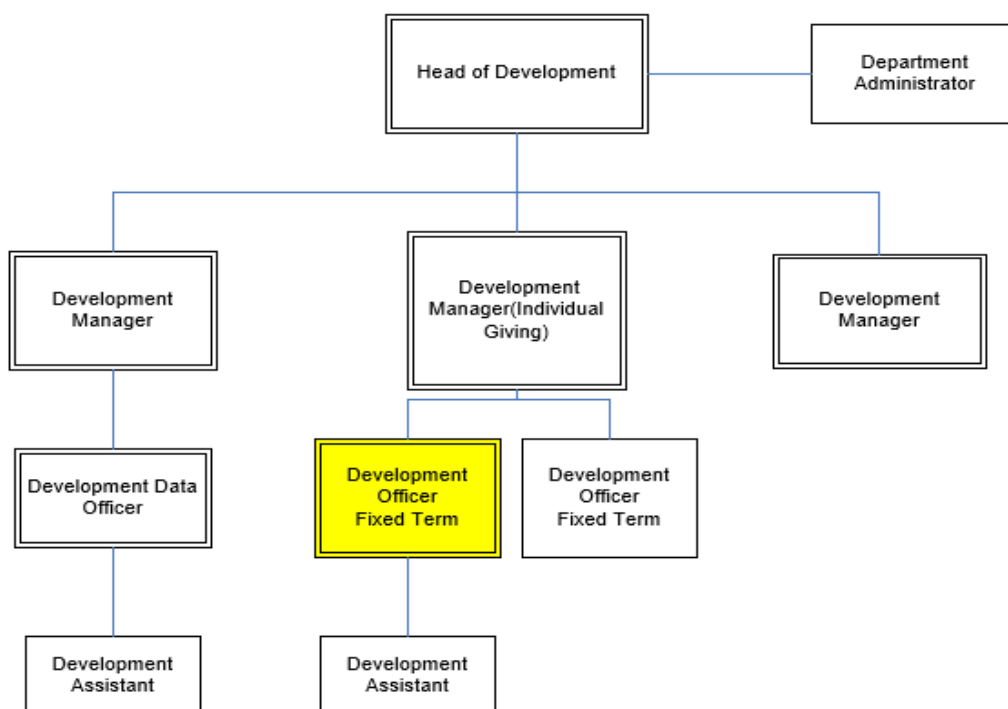
- Devising creative and compelling content, experiences, packages and promotions to attract new and retain existing supporters
- Managing priorities, handling multiple projects / responsibilities, and meeting demanding deadlines in a small and busy team
- Recruiting and retaining supporters in a competitive marketplace

- Securing colleagues' commitment to deliver benefits to supporters
- Diplomatic resolution of any sensitive situations which may arise with donors or members

**Other Requirements, e.g. Multi-site Working, On Call, etc:**

- Technical competence in ICT, e.g. CRM database, Microsoft Office
- Occasional attendance at events, etc, outside working hours, including weekends

**Organisational Chart:**



## PERSON SPECIFICATION

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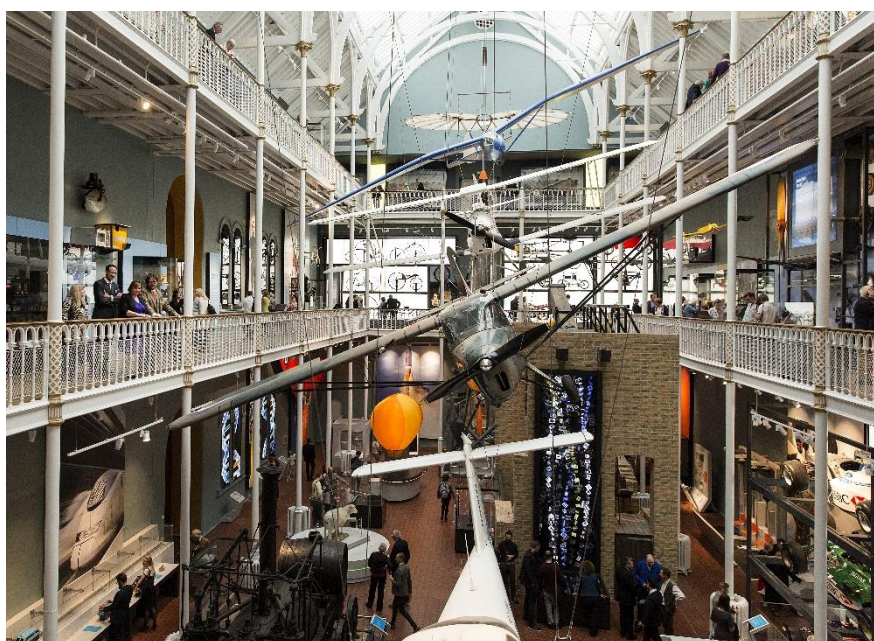
<b>Knowledge</b>	<b>Essential or desirable</b>	<b>Evidence assessed by</b>
Knowledge of Membership programmes and or/donor stewardship and engagement	Essential	Application / Selection Event
Knowledge of at least one of the following: fundraising and marketing practice	Essential	Application / Selection Event
Relevant experience in a similar role (for example in membership, marketing, fundraising or charity environment)	Essential	Certificate / Application
Knowledge of National Museums Scotland's role and the cultural sector in Scotland	Desirable	Application / Selection Event
Knowledge of relevant legislation (e.g. Data Protection, Telephone and Mailing Preference Services,) and issues relating to fundraising environment (tax, gifts by direct debit)	Desirable	Application / Selection Event
Knowledge of print and design processes	Desirable	Application / Selection Event
Knowledge of online, social media and e-communications practices	Desirable	Application / Selection Event

<b>Skills</b>	<b>Essential or desirable</b>	<b>Evidence assessed by</b>
Judgement skills: assessing opportunities and judging appropriate responses, consideration of cost v benefit	Essential	Application / Selection Event
Experience of using a relational database	Essential	Application / Selection Event
Creative skills (e.g. in developing and delivering engaging experiences, content and promotions)	Essential	Application / Selection Event
Excellent written and verbal communication skills	Essential	Application / Selection Event



Planning and organisation skills, managing multiple priorities and tasks,	Essential	Application / Selection Event
Aptitude for learning how to use the database programme	Essential	Application / Selection Event
Experience of using Raiser's Edge, Tessitura or similar CRM Database	Desirable	Application

<b>Experience</b>	<b>Essential or desirable</b>	<b>Evidence assessed by</b>
Experience in a relevant or transferable environment (marketing, Membership, charity, fundraising, etc)	Essential	Application / Selection Event
Creating, editing, and writing accurate, engaging and compelling copy and content for a variety of audiences	Essential	Application / Selection Event
Planning, organising and professional delivery of high-quality events and experiences	Essential	Application / Selection Event
Account management of supporters/clients	Desirable	Application / Selection Event
Working with contracted agencies (e.g. print, design)	Desirable	Application / Selection Event
Creating or commissioning digital content	Desirable	Application / Selection Event





National Museums Scotland has a Competency Framework with six competencies. Individuals for this job are expected to demonstrate competence in five of these competencies; the following will be assessed from the Application Form, and, if you are invited to attend, at the Selection Event.

Competency	Level	Detail
<b>Building Relationships</b>  Works effectively and professionally as part of their team and cooperates with others across the organisation; collaborates and networks externally for specific outcomes and projects; forms partnerships, nationally and internationally, for mutual benefit	2	<ul style="list-style-type: none"> <li>Is aware of other National Museums Scotland departments and respects &amp; values their role.</li> <li>Understands own role, and makes significant contributions.</li> <li>Supports and helps own team to deliver objectives.</li> <li>Works willingly and flexibly with other teams and departments to deliver objectives.</li> <li>Works towards the team, department and directorate goal rather than own agenda.</li> </ul>
<b>Communicating &amp; Engaging</b>  Uses interpersonal skills flexibly to communicate, influence, persuade and negotiate to ensure a shared understanding and commitment to act	2	<ul style="list-style-type: none"> <li>Communicates regularly, accurately, timely and appropriately.</li> <li>Facilitates two – way communication, encouraging dialogue and exchange throughout and outwith the organisation.</li> <li>Adapts own style of communication to suit different people's needs.</li> <li>Demonstrates empathy and understanding in all communications.</li> <li>Confidently influences others, rather than manipulating or imposing ideas.</li> </ul>
<b>Focussing on your Customers</b>  Places the customer at the heart of what they do, engages and listens and responds to deliver exemplary service, creating an outstanding experience; supporting a culture of service excellence, both internally and externally.	3	<ul style="list-style-type: none"> <li>Requests and receives feedback from customers in a constructive and positive way.</li> <li>Anticipates customer concerns and reactions; and pre-empts these by addressing them upfront.</li> <li>Is able to assess quickly what a customer wants and gets straight to their needs.</li> <li>Offers a 'bespoke' service and solution to the customer, meeting any special requirements.</li> <li>Responds calmly, tactfully and firmly when dealing with difficult situations to resolve the issue.</li> </ul>

<p><b>Improving &amp; Innovating</b></p> <p>Builds personal, professional and organisational capability by keeping up-to-date, being creative, sharing ideas, taking risks, looking inside and out to continuously improve National Museums Scotland</p>	<p>2</p>	<ul style="list-style-type: none"> <li>• Thinks flexibly, open to, accepts and adapts to new or different ideas.</li> <li>• Uses initiative and imagination to make constructive suggestions for improvements and innovations.</li> <li>• Challenges status quo, existing norms and unacceptable behavior constructively – ‘the way we do things around here.’</li> <li>• Willing to learn, build up knowledge and keep up to date with advances and issues in their own area of work and within National Museums Scotland.</li> <li>• Positively responds to feedback, learning from experience and mistakes.</li> </ul>
<p><b>Planning for Success</b></p> <p>Ensures effective delivery and completion by realistically planning and prioritising tasks and managing workload; develops and manages plans, programmes and projects, in consultation with stakeholders and within existing priorities, people resources and budgets.</p>	<p>2</p>	<ul style="list-style-type: none"> <li>• Demonstrates a ‘can-do’ attitude and strives for the best performance.</li> <li>• Actively seeks ways to save costs, resources and time.</li> <li>• Is proactive in seeking help or information when required to get the job done.</li> <li>• Quickly adapts to changing plans and priorities.</li> <li>• Delivers work to quality specification and deadline.</li> </ul>



## General Information

### Development Officer - Membership (Fixed Term)

#### Salary

The salary range is £35,856 - £38,954 per annum. Pay, including pay progression, is reviewed in negotiation with the recognised trade unions, with an annual settlement date of 1 April.

#### Hours

As per Job Advert. A flexible working system is in operation with this post.

#### Location

This post is officially based at Chambers Street with travel to other Museum sites as required. As part of our hybrid working arrangements, we offer the opportunity to work at home up to two days per week.

#### Probation

New employees are on probation for a period of six months from date of appointment.

#### Colleague Benefits

Further details of the range of benefits available to colleagues, including our excellent pension provision, can be found [here](#).

#### Reasonable Adjustments

Please contact [recruitment@nms.ac.uk](mailto:recruitment@nms.ac.uk) if you would like support in completing your application or to advise on any reasonable adjustments we can assist with.

We use a competency-based selection process. If you are invited to a selection event you may be asked to participate in activities that will enable us to assess your performance against our Competency Framework. You'll have the opportunity to let us know about any support or adjustments that will help you take part. Details of our competencies can be found in the Person Specification.

#### Pre-employment Checks/Eligibility to Work in the UK

Any offer of employment will be made subject to the below which are satisfactory to National Museums Scotland.

- References
- a Basic Disclosure Scotland check. The cost will be refunded
- Completion of a pre-employment health referral. We ask you to complete this so that we can put in place any support you need, including reasonable adjustments, during your onboarding and induction periods and your ongoing employment with us
- Receipt of documentation confirming eligibility to work in the UK.