Job Title:	Membership Manager
Reports to:	Project Board (day-to-day management: Director)
Contract:	Fixed-term, 26 months
Salary:	£40,000 per annum plus 5% pension contributions, pro rata 4 days per week (0.8 FTE)
Hours:	Office hours are 9.30am to 5.30pm Monday to Friday, to be based at our office in Farringdon, London EC1M.
Holiday:	25 days per annum, pro rata
Notice Period:	1 month
Probation Period:	3 months

The Twentieth Century Society is looking for an experienced Membership Manager to lead our membership strategy and audience engagement as part of a transformational project, Modern Heritage, Future Stewards: Transforming the C20 Society for the 21st Century, funded by The National Lottery Heritage Fund.

We are the UK-wide charity which campaigns to protect the best recent UK heritage, a huge range of amazing buildings constructed from 1914 onwards. We advise building owners, professionals and planning departments; make the case for buildings to be listed, preserved and retrofitted; run lectures, trips and tours; publish popular and academic books; and lobby the press.

We raise over £300,000 annually from sources including regular, high net worth and professional memberships, legacies and donations. Our events also make a financial

contribution to our campaigns and casework. We have been awarded a grant from The National Lottery Heritage Fund that will transform the organisation over the next 2.5 years. By the end of the project, we will be more organisationally and financially sustainable, enabling us to protect more heritage and undertake more advocacy.

The Membership Manager will join our small team in Farringdon on a fixed-term contract alongside a Fundraising Manager. They are key roles delivering the project and will report to a Project Board, with day-to-day support from the Director.

Job Description:

Main duties and responsibilities:

CONSULTATION AND AUDIENCE RESEARCH

- Leading a structured three-strand consultation programme, working in close partnership with the Fundraising Manager: (1) consulting existing members to understand what they value and how they could become ambassadors; (2) consulting lapsed members to understand why they left, with particular focus on those who did not transition from the reduced-rate Young Person membership (£27 p.a., under 30s) to full Individual membership (£70 p.a.); and (3) consulting non-member Millennials and Gen Z using multiple routes including online surveys via social media, focus groups at architecture schools in target cities, engagement via the Young C20 WhatsApp group, and outreach through the Society's Practice Patron firm network.
- Leading benchmarking research into how comparator membership organisations engage Millennials and Gen Z to inform the revised membership strategy, pricing, benefits and communications approach.
- Producing a benchmarking report and analysis to present findings to the Project Board, informing the refreshed membership strategy.

MEMBERSHIP STRATEGY AND RETENTION

- Reviewing and refreshing the membership offer (e.g. tiers, pricing, benefits and value proposition) in light of consultation and benchmarking findings with particular attention to what Millennials and Gen Z value and to the Young Person to full membership transition point.
- Developing and implementing a refreshed membership strategy and revised communications approach, including ensuring sustainability messaging is embedded as a permanent strand across all C20 member communications

e.g. the environmental case for retention over demolition, embodied carbon, and retrofit.

- Building and implementing new strategies to attract Millennials and Gen Z as members, building on the existing Young C20 group and working with the Young C20 WhatsApp group members as advocates and co-designers.
- Designing and implementing a retention pathway for members transitioning from Young Person to full membership, including targeted communications, benefits review and personal outreach.
- Working with the Campaigns Director to review current communications strategies through direct channels and social media, identifying software solutions and digital approaches that better reach Millennials and Gen Z.
- Preparing membership and engagement statistics with trend analysis, tracking progress against KPIs including proportion of members under 45, geographic distribution of membership (including Wales and cities outside London) and retention rates.

PILOT EVENTS PROGRAMME

- Working with the Events Manager to design and deliver a programme of workshops in target cities across England and Wales selected to include cities where there are both architectural schools and major C20 Buildings at Risk (possible locations may include Sheffield, Newcastle, Cardiff, Birmingham, Manchester, Leeds, Liverpool and London), testing what engagement formats (e.g. walking tours, panels, behind-the-scenes access, content creation events, run clubs) resonate most with Millennial and Gen Z audiences.
- Coordinating with C20 Cymru volunteers to support consultation and workshop delivery in Cardiff and Wales more broadly, including ensuring Welsh language information about the project is available on the C20 website.
- Working with Practice Patron firms to facilitate access to their younger employees as pilot event participants and C20 membership ambassadors.
- Evaluating each workshop in real time, adjusting formats, content and cities in response to findings.
- Promoting the Young Person membership rate (£27/yr for under 30s) prominently at all pilot events with a clear and accessible sign-up route.

DIGITAL CONTENT AND SOCIAL MEDIA

- Developing digital content with architecture influencers, content creators and podcast partners to reach audiences beyond those already engaged with C20.

- Testing new membership recruitment campaigns using social media, evaluating what platforms, content formats and messages generate engagement and membership conversion among Millennials and Gen Z.
- Archiving and sharing pilot event content and digital outputs to extend reach and compound engagement organically.

CRM, ADMINISTRATION AND REPORTING

- Harnessing the CRM system (Subscriber) to create efficiencies in membership management, improve data accuracy, segment audiences by age and geography, track engagement and report against KPIs.
- Managing the day-to-day running of the membership scheme, including processing membership applications, posting membership packs to new members, managing the Direct Debit scheme and sending renewal emails via Mailchimp and Subscriber.
- Recording contacts with high net worth and professional members as part of the Society's ongoing relationship development, working in tandem with the Fundraising Manager.
- Supporting the Evaluation Consultant in monitoring and evidencing the membership and inclusion outcomes of the project, including attendance at evaluation workshops.
- Reporting progress against agreed membership KPIs to the Project Board and Director.

GENERAL

- Working as part of the team with colleagues, trustees and volunteers to deliver a membership strategy that fits the Society's aims.
- Answering queries regarding membership by telephone or email.
- Ad-hoc duties associated with the membership scheme.

Person Specification:

- A demonstrable track record in membership strategy development and delivery not just administration including experience of growing or diversifying a membership base.
- Experience of audience research or consultation, including the design and analysis of surveys and/or focus groups.
- Experience of using a CRM to manage, segment and report on membership data.

- Experience of digital engagement and/or social media as a membership or communications tool, including familiarity with platforms used by younger audiences (Instagram, TikTok, LinkedIn or similar).
- Excellent written and verbal communication skills, including experience of producing membership communications and campaign copy.
- Confident and personable manner, comfortable making proactive contact with members and stakeholders.
- Extremely organised with excellent attention to detail and the ability to manage multiple priorities.
- Comfortable working both independently and as part of a small, collaborative team.
- Proficient in Microsoft Office; experience of Mailchimp or equivalent email marketing platforms.

Experience

- Experience of working with Millennial or Gen Z audiences, or of designing engagement activities for under-represented demographics (desirable).
- Experience of working in the heritage, cultural or membership charity sector (desirable).
- Experience of digital content creation, working with influencers or managing social media channels (desirable).
- Knowledge of or genuine interest in architecture, the built environment and twentieth-century heritage (desirable).

How to Apply:

The closing date for applications is 11.59pm on Monday 30 November and we anticipate that interviews will be held in the week commencing Monday 7 December, with the role to start in early 2027.

The Twentieth Century Society is committed to equality and diversity in recruitment. We welcome applications from all backgrounds. Recruitment will be conducted in line with the Society's Equality Policy.

To apply: Please send your CV and a supporting letter (maximum two sides of A4) explaining why you are applying for the role of Membership Manager at the Twentieth Century Society, with the subject line 'Membership Manager', to coordinator@c20society.org.uk. Please also complete and submit our Recruitment Diversity Questionnaire.