



THE TANK MUSEUM

Membership & Fundraising Co-ordinator

Application Information & Role Description

About the Marketing Team

The Tank Museum's innovative and award-winning marketing team is highly regarded in the arts and culture sector across the globe.

Responsible for the promotion of The Tank Museum, they work on and offline to raise public awareness of the museum, its collections, exhibitions, events, membership schemes, and other revenue raising functions.

The team is defined by its ambition and productivity, creativity and its analytical approach to problem solving. Team members are encouraged to be curious to seek new perspectives and learn new things.

About the Role

The Membership & Fundraising Co-ordinator is a new role, the need for which has emerged from the museum's continued growth.

The post holder will be tasked with formalising a fundraising function within the Museum: integrating and developing existing schemes whilst identifying and undertaking new projects to raise funds to support the charitable objectives of The Tank Museum.

Primarily the role will focus on "public fundraising" activity (rather than making applications to grant making bodies), using the Museum's existing and sizeable international online audiences as a base for support.

Specifically, this will include:

- The management of The Tank Museum's membership schemes (Friends, Patreon & YouTube Membership) – developing retention and recruitment strategies, measuring and reporting on satisfaction, and member communications/engagement.
- Seeking corporate sponsorship opportunities for The Tank Museum's online activity & assist in the management of existing key strategic partnerships relationships.
- Manage fundraising projects (such as vehicle conservation/restoration projects), liaising with internal colleagues, ensuring targets are met, and our communities of supporters engaged and appreciated.
- Identify opportunities for small scale fundraising projects – for example, where capex can be supported by public donations.
- Running e-bay auctions, raffles, etc, in support of museum fundraising objectives.
- Establish administration required to support existing fundraising activity (such as a new CRM system) – and the potential for increased activity in the future.

This role will suit an ambitious, enthusiastic and creative membership professional or fundraiser who is looking to grasp an opportunity to make an impression. Subject to performance, there will be opportunities for professional CIF accreditation and training to help you develop and grow in your role.

Role Profile

Role Title	Membership & Fundraising Co-ordinator
Department	Marketing
Key Relationships	Head of Marketing & Engagement Marketing & Communications Manager (Line Manager) Marketing team
Overall Role Purpose	To oversee and develop The Tank Museum's membership & fundraising function to develop income streams and advocacy from public sources – principally in the activation of our online communities.
Key Accountabilities	<p>Members: Friends of The Tank Museum, Patreon & YouTube Memberships</p> <ul style="list-style-type: none"> • To act as the primary supervisor of The Tank Museum's membership schemes; the Friends of The Tank Museum, Patreon, YouTube memberships and Tracklink subscriptions. • Assessing Member benefits, benchmarking, and making recommendations on retention activities to help increase income • Report on the demography and preferences of Tank Museum members. • Implement strategies to improve recruitment and retention of membership schemes from online audiences in particular. • Ensure members are regularly communicated with, particularly in reminding them of their membership benefits and how their support benefits the charity. • Advocate for the promotion of membership schemes through paid, earned and owned media activity where appropriate. • Measure and report on member satisfaction, suggesting and implementing changes as required. • Ownership of Online Membership Portal, including uploading content and ensuring information is up-to-date. • Ensure that the Museum has an appropriate on-site recruiting presence, especially during special events. • Co-ordinate and plan Member's events and briefings as required. • Run a Tank Museum Discord channel to build relationships and increase recruitment of members. • Work with the rest of the Marketing team to ensure Membership is represented in social media campaigns and within all appropriate Marketing communications <p>Fundraising</p> <ul style="list-style-type: none"> • Achievement of the Museum's fundraising targets, supporting and identifying opportunities for projects. • Establish and maintain a donor CRM system, including keeping accurate records around gifts, donations and sponsorships, high-net-worth individuals, donor/funder preference and required fulfilment activity. • Ensure data is correctly logged to allow segmentation for future fundraising campaigns.

	<ul style="list-style-type: none"> • Ensure all records, fundraising data and fundraising administration is kept up to date and all information is GDPR-compliant. • Prioritise excellent stewardship of all supporters including high-net-worth donors, trusts and foundations, corporate partners, and statutory bodies, ensuring exemplary communication leading to long-term relationships. • Create and implement a promotion plan for Supporter legacies, in co-ordination with the rest of the Marketing Team. • Work with other departments to identify and lead on fundraising campaigns. • Work with the rest of the Marketing team to ensure fundraising campaigns are represented in social media campaigns and within all appropriate Marketing communications • Communicate the impact of their donation to donors and members. • Establish and promote new Memorial Wall within the Museum’s memorial garden. • Create and implement a strategy for encouraging and recognising community and third-party fundraising. • Identifying and attracting brand sponsorship for Museum activities, such as events and YouTube videos.
	<p>The duties and responsibilities in this job are not restrictive and the post holder may be required to on occasion undertake other duties. This will not substantially change the nature of the post.</p>

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Appropriate level of education, demonstrating a high standard of written English and an ability analyse information and to think critically. 	<ul style="list-style-type: none"> • Professional training in fundraising or membership recruitment and retention.
Experience	<ul style="list-style-type: none"> • Experience of working in fundraising or in a membership role recruitment/retention role – with knowledge of processes and practices. • Experience in handling data and using a CRM system. • Experience of working to targets. • Knowledge of the fundraising landscape in the UK. 	<ul style="list-style-type: none"> • Experience of setting up a CRM or fundraising database • Experience of interpreting data to inform decision making. • Understanding of GDPR and compliance. • Experience of setting targets.
Skills	<ul style="list-style-type: none"> • IT Skills: high level of MS-Office competence, especially in Excel. • Excellent interpersonal and communication skills, ability to liaise with people at all levels, on the telephone, face to face and in writing. • Analytical mindset and critical thinking. • Ability to independently problem solve & use initiative. • Excellent attention to detail. • Highly organised, excellent time management. 	<ul style="list-style-type: none"> • Interest in military history and armoured warfare.
Personal aptitude and disposition	<ul style="list-style-type: none"> • Instinctive team player • Enthusiastic and passionate. • Innovative & Curious. • Kind and considerate. • Able to handle pressure and react positively to shifting priorities and demands. • Interested and motivated to further own skills and knowledge. 	<ul style="list-style-type: none"> • Must fit into a team of equally ambitious professionals used to working cooperatively at a high tempo.
Other requirements	<ul style="list-style-type: none"> • While there may be opportunities for hybrid and flexible working, this job is predominantly office based. • Occasional working outside of core hours to support events. 	