



JOB DESCRIPTION

Title: Membership Officer

Reports to: Senior Membership Manager

Context

The Royal Ballet and Opera leads the way in opera, ballet, music and dance, both live on stage and digitally through live-streaming and worldwide cinema screenings. We are home to The Royal Ballet, The Royal Opera, and The Orchestra of the Royal Ballet and Opera. We could not maintain this range of work or our digital presence without support from philanthropists, funders, members, business partners and sponsors.

This role plays a key part in the highly committed and successful Development and Advocacy Department, which generates over £41m revenue annually, plus additional capital funds, and secures the annual Arts Council England grant (currently £22.9m). The Department's revenue generation and advocacy to Government of the value of our creative sector, ensures the RBO can retain the best artists and crafts people, deliver our thriving National Schools' Programme, maintain our beautiful grade I listed building, deliver on our charitable mission, and continue to produce world class performances.

The Membership Team are responsible for circa £10m income in membership donations, including Gift Aids. Friends and Patrons also make up 30% of ticket income, 55% other donations and 88% legacies, emphasising the importance of community building, good processes and customer service.

Main Purpose of the Job

- Administer Friends and Patrons membership
- Provide an efficient customer service to all members by telephone, email and post, ensuring that all member records are processed, recorded and fulfilled accurately within the highest quality of service and compliance standards.

- Take ownership of core membership operations, including Direct Debits, renewal communications, Mailing House outputs and website updates
- Provide dedicated operational support for Patrons renewals and peak-period Patron Box Office enquiries.
- Lead complaint escalation and reporting, helping protect service standards across email, phone and response times
- Train new starters and co-ordinate apprentice, volunteer and assistant activity
- Help organise and manage membership events
- Lead on internal information sharing and process documentation through organisational shared workspaces
- Develop stronger links with key customer service teams, such as Visitor Experience, with information sharing and training

MAIN RESPONSIBILITIES

Customer Service

- Act as first line information point to Friends and Patrons who contact the office for all enquiries and provide a professional, friendly and helpful interface for all members and prospective members
- Lead complaint escalation and reporting, helping protect service standards across email, phone and response times
- Ensure common feedback themes are shared appropriately and troubleshooted
- Promote and sell membership at all levels in response to enquiries or in line with renewal, upgrading or other campaigns
- Promote philanthropy and opportunities for giving through donations and fundraising campaigns
- Maintain good working knowledge of the range of support options and services available to members
- Maintain good working knowledge of current and upcoming seasons' programming and events. Ensure that all data entry/updating and telephone calls are handled correctly and promptly within the team's service level requirements
- Reply to members' general correspondence within a defined period and keeping appropriate records
- Work to ensure a high level of service is maintained with members to support the department and RBO's aims and objectives
- Process Patrons tickets and booking period allocations as required
- Lead on training new starters and internal teams where necessary

Membership and Administrative Processes

- Process Friends and Patron renewals ensuring the processes used are robust, with a good understanding of the customer journey and best ways to improve it

- Coordinate follow up actions from members' requests such as dispatch of new members' packs, replacement cards and magazines and maintain flow of supplies (including at the external mailing house)
- Manage the administration of all new members including gift memberships and renewals and upgrades, working together with colleagues as the workload requires, and liaising with mailing houses
- Manage the relationships with mailing providers ensuring data is sent in a timely manner, that we receive value for money and stay innovative and sustainable with our mailed communications
- Assist the Senior Membership Manager on developing systems and processes, such as Tessitura and Talkdesk
- Maintain an understanding of the Patron ticketing process and work with the Patrons team and the Senior Membership Manager on automation where appropriate and wider upskilling across the membership team
- Lead on internal information sharing and process documentation through organisational shared workspaces such as confluence and Sharepoint
- Co-ordinate department volunteer, apprentice and assistant in facilitating administrative processes where necessary
- Maintain an awareness of other issues and activities in Development and Advocacy

Events

- Work with the Membership Manager and Events team to organise smaller events such as new Patron rehearsal watches and pre-performance drinks with tasks including pulling invite lists, sending invites, organising refreshments and communicating the event timetable to attendees
- Assist the Membership Manager in organising larger events such as the Welcome Celebration through managing invitations and RSVPs
- Attend Membership and Development and Advocacy Events where required, acting as an ambassador for the team.

Communications

- Research stories for the fortnightly Friends and Patrons e-newsletters
- Assist the Membership Manager in compiling the fortnightly e-newsletters
- Update Friends and Patron Digital Areas in collaboration with A&C colleagues with correct information and exclusive member-only content
- Ensure members receive necessary booking information such as onsale dates, casting, performance changes and are aware of any amends before each onsale period, including those who are non-digital based

- Update, proof and scrutinise member communications including the RBO Magazine, campaigns and booking period emails

Financial

- Ensure Direct Debit (DD) processes are carried out including managing failures (ADDACS, PDDS, ARRUDS) and running the monthly DD payment and unpaid DDs
- Work with the team and department colleagues to ensure all DD processes are robust
- Ensure all customer billing and payment transactions are managed with care and accuracy, working with new technology as directed
- Ensure that all financial adjustments arising from any changes in memberships or poor credit arrangements are dealt with appropriately and recorded accurately
- Ensure Gift Aid is maximised and processes are compliant, including processing Verbal Gift Aid report and administer Verbal Gift Aid communications
- Manage all financial data and personal data according to department procedures and compliance requirements as directed
- Administer purchase orders for the Membership team in line with the internal procurement system Management Information
- Maintain excellent working knowledge of the customer database (Tessitura) and run reports from defined selection criteria as needed, working to department standards with all customer data
- Undertake training and maintain up to date skills as needed in order to be able to run either routine or new queries from the database in response to management information needs
- Advise with new developments, including testing, troubleshooting for data and reporting needs, and undertake ad-hoc tasks as required

PERSON SPECIFICATION

Essential Knowledge/Skills and Experience

Customer Service Experience

- Experience in a customer-facing environment
- Experience of databases, CRM systems and MS Office (Access, Word and Excel) or ability to learn
- Interest and knowledge in opera and ballet is a strong desirable, and the ability to learn about the art forms is essential
- Customer-facing skills
- Experience delivering a high level of customer care and responsiveness in a fast-paced environment
- Friendly, confident and professional telephone manner
- Diplomacy in dealing with a variety of situations and different customer groups
- Ability to learn quickly and adapt to changing environments

- Ability to be an ambassador for the organisation
- Strong communications skills

Core Skills

- Strong communication skills with high standard of verbal/written English
- Strong organisational and administrative skills
- Logical and methodical approach to work
- Ability to work effectively under pressure, prioritise and multi-task
- Numeracy, accuracy and attention to detail
- Capacity to manage a busy workload with high productivity •
- Ability to assimilate new information, learn new procedures and work with new technology
- Team player and positive attitude

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- The ability to assimilate new information, and develop new skills or hone existing skills, to be able to deliver work to a high standard
- Commitment to managing own learning and continuous development relevant to the role
- Willingness to work sustainably and consider new or improved ways of working to reduce our impact on the environment.
- Commitment to understanding and upholding the charitable aims of the Royal Ballet and Opera- securing the future of ballet, opera and music, ensuring broad access to the artforms and reaching communities via our learning and participation programmes.

This Job Description reflects the current situation. It does not preclude change or development that might be required in the future.

