

Introduction

This pack contains information on the role of **Membership Officer** including the job description, person specification, overview of Photoworks and how to apply.

About Photoworks

Photoworks champions photography for everyone. We are an international platform, global in reach, and have provided opportunities for artists and audiences since 1995. We do not have a physical venue, but our online channels are always open. Our programme brings new experiences to audiences and opens new ways to encounter photography.

Photoworks is a registered charity and the only organisation with a national remit for photography in England. Our work is supported by public funding through Arts Council England's National Portfolio.

We partner with organisations and venues across the UK, and internationally, to deliver our programmes. We are a small team of eight full-time and part-time staff, supported by freelancers and artist facilitators.

About Photoworks Friends (Photoworks' membership programme)

Photoworks Friends are supporters of our organisation who enable us to deliver our ambitious programme of work. Photoworks Friends directly support our programme and fund opportunities for artists, and are offered exclusive benefits and opportunities as part of their membership. Currently Photoworks Friends receive:

- the latest issue of Photoworks Annual
- 20% off the full range of books, prints and editions in the Photoworks shop
- first looks at a wide range of Photoworks digital content before anyone else, including early access to the latest issue of Photography+
- opportunities to buy a yearly Photoworks fundraising print before anyone else
- behind-the-scenes news and insights

- invitations to special events hosted by Photoworks and our partners

About the role

This post is an opportunity to shape and develop our Photoworks Friend membership programme. Working with our Directors, curatorial and digital teams you will refine and coordinate our offer for Photoworks Friends, and grow our membership as we approach the launch of Photoworks Festival 2022.

About you

You are a highly driven, organised and dynamic individual with a passion for arts and community building. You'll have an excellent understanding of audience engagement and have a vision for expanding the community of Photoworks members. You might not be from an arts background, but you will have experience in online community building or programme delivery for subscribers that is applicable to maintaining and growing a membership programme in a cultural context.

We are an equal opportunities employer and welcome applications from candidates of all backgrounds.

Job title:	Membership Officer
Position:	Part-time, 2 days per week (or equivalent over a year)
Location:	England based remote working with the option to be based in our office in Brighton
Working hours:	Employees can choose their own start and end times between 8am and 6pm. A standard working day is eight hours including one hour for lunch. Occasionally, evening and weekend working will be required (by prior agreement).
Line manager:	Deputy Director
Salary:	£23,000–£25,000 per annum pro rata, depending on experience
Contract type:	The role is 2 days per week, the contract is initially for two year fixed-term. The contract includes a 3-month probationary period.

Job Description

We are looking for an ambitious and driven Memberships Officer who can develop and communicate a compelling offer for our existing Photoworks Friends; managing our

membership and finding opportunities within our programme of exhibitions, publications and the festival to retain and grow subscribers. This is a new position, created to ensure our Photoworks Friends stay connected as supporters with a rich programme of benefits, and that these benefits compel a new generation of Photoworks Friends to join us on our journey.

Working closely with the Directors and curatorial team, the Memberships Officer will be a dynamic self-starter with a passion for building audience engagement and programming in the context of membership. The Membership Officer will ensure that Photoworks Friends are managed and maintained effectively, ensuring regular communication, a compelling offer is developed and delivered to high standards that retain members and result in high satisfaction, taking into account Photoworks' values and programme, as well as industry standards and digital accessibility.

The Membership Officer will work closely with the Digital Marketing Officer to maximize the reach of our Photoworks Friends membership, using data and audience insight to meet targets for membership growth in line with Photoworks' Audience Development Strategy.

Main Responsibilities

Development of Membership Offer

Working with the Directors and curatorial team you will develop innovative membership ideas, refining the current suite of benefits for Photoworks Friends. You will establish a compelling offer package and delivery strategy that draws on opportunities within our programme, that satisfies existing members and drives new subscriptions to meet targets.

Management of Membership Communications

You will ensure regular and appropriate levels of communication to members, promoting Photoworks activity and encouraging deeper engagement in Photoworks programme and creative output.

Membership Growth

You will work to retain current membership and grow subscribers in line with agreed targets, using marketing and promotional activities to expand our community of members, informed and in-line with Photoworks' Audience Development Strategy.

Delivery of Membership Benefits

You will work with curatorial and digital teams to lead the delivery of membership benefits, offering online and in-person opportunities (talks, masterclasses, exhibition tours), delivery of our printed Annual and publications (distribution) and regular e-communication that offers insight and a closer relationship between Photoworks Friends and our creative and professional development programmes.

Competencies

Knowledge and experience (essential)

- Experience of working in a similar role (this does not have to be in the arts sector).
- Experience in managing membership, subscribers or community development.
- Excellent written and verbal communication skills.
- Excellent administrative and organisational skills, with the ability to prioritise and multi-task to meet tight deadlines.
- Good interpersonal and management skills, with an ability to build effective working relationships with a range of colleagues and stakeholders.
- Proven experience of programme development delivery.
- Proven experience of managing a budget.
- Excellent attention to detail.
- Ability to work unsupervised and under own initiative.
- Excellent communication skills, with an ability to write/produce clear and engaging content.
- The ability to think creatively about storytelling, community engagement and programme delivery.
- Computer literacy (PC and Mac) and willing to learn new programmes as needed.

Knowledge and experience (desirable)

- Knowledge of contemporary photography.
- Experience of working with audience and community interest groups.
- Experience of working with partners and external contractors.

Attributes and personal qualities

- A commitment to, and understanding of, the principles of diversity and representation combined with how to apply them to everything you do at work.
- Strategic and creative thinker, flexible and open to new ways of working.
- Passion for communicating with and inspiring audiences, communities and partners.
- A strong interest in, and ability to anticipate, current and future digital trends.
- Interest in cultural trends.
- Interest in working at Photoworks.

To apply, please email your CV (no more than two pages) and a cover letter outlining how you meet the criteria for the role to jobs@photoworks.org.uk. We also ask that you complete the anonymous monitoring form. Deadline for applications is **9am on Monday 11 July**.