

# APPLICATION FORM – Marketing & Membership Manager (December 2023)

Application instructions:

1. Download the application form and complete electronically.

2. Give your application a file name according to the format <**Marketing & Membership Manager - yourfamilyname**>

3. Type the file name into the header field at the top of your application form.

4. Type the file name into the subject line of your email, attach your completed application form and send it to [recruitment@icon.org.uk](mailto:recruitment@icon.org.uk) by **5pm on Monday 15th January 2024.**

Please ensure that you read the job description and person specification for this post and that you use the application form to show how you would deliver the key objectives of the role. **Please do not use a cover letter or CV for this purpose as these will not be seen by the sifting panel**.

Interviews will take place virtually (via Zoom) w/c 22nd January 2024.

Personal information

|  |  |
| --- | --- |
| Family Name |  |
| Other Names |  |
| Address |  |
| Postcode |  |
| Email |  |
| Phone |  |

Reasonable adjustments

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| --- |
| If shortlisted, do you need any reasonable adjustments or arrangements to be made at interviews?  Yes / No |
| If yes, please specify: |

Education and Training

|  |  |  |
| --- | --- | --- |
| Dates from/to  (most recent first) | School/College/University/Other Provider | Course/Qualification  Including professional registration number where applicable |
|  |  |  |
|  |  |  |
|  |  |  |

Experience

Please gives details of paid or voluntary work or any other experience that you feel is **relevant** to your application. We do not require a full list of your previous employment.

|  |  |  |
| --- | --- | --- |
| Dates from/to  (most recent first) | Organisation and Position | Responsibilities and Reason for Leaving |
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| **What attracts you to this post and to joining the Icon staff team?** (maximum 100 words) |

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| **What do you feel makes you the best candidate for this job?** (maximum 300 words) Please refer to the person specification in your answer. |

Key objectives

Referring to the specific duties and responsibilities listed in the job pack please demonstrate how you would deliver the key objectives of the role by giving specific examples from your personal experience.

Please use no more than 300 words for each objective.

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| [1] **Develop Icon’s membership offer in collaboration with the membership:** Ensure the membership programme is aspirational, engages the wider heritage sector and drives member and income growth for the organisation. |
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| [2] **Lead on member-focused marketing**: Maximise marketing opportunities to engage and inspire members and champion conservation within the wider sector. Use digital and traditional marketing to reach new audiences. |
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| [3] **Effectively manage membership data:** With a robust understanding of GDPR, develop and manage accurate membership record systems and ensure data collected is used to inform the member journey, increase member retention, engagement and growth. |
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Notice period

Please let us know how long your notice period is (if you have one). The anticipated start date for the post will be March 2024, depending on availability.

Referees

Provide contact details for two referees, one of whom should be your current/most recent employer.

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| --- | --- |
| [1] Name |  |
| How is this person known to you? |  |
| Address |  |
| Postcode |  |
| Email |  |
| Phone |  |

|  |  |
| --- | --- |
| [2] Name |  |
| How is this person known to you? |  |
| Address |  |
| Postcode |  |
| Email |  |
| Phone |  |

|  |
| --- |
| Do you give permission for us to contact references before any offer of employment is made?  [1] Yes / No [2] Yes / No |

Criminal Convictions

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| --- |
| Have you been convicted of any criminal offences which are not yet ‘spent’ under the Rehabilitation of Offenders Act 1974?  Yes / No  If yes, please provide details below.  The nature of the offence:  The sentence or Court Order:  The date of the conviction: |

Data Protection Statement

The information that you provide on this form and that obtained from other relevant sources will be used to process your application for employment. The personal information that you give us will also be used in a confidential manner to help us monitor our recruitment process.

By submitting this application form, you agree to the processing of sensitive personal data, (as described above), and where applicable that the organisation can seek clarification regarding qualifications and professional registration details.

**Candidate Declaration -** Please read this carefully before submitting your application.

I declare that the information I have given in this application and other relevant documents is accurate and true. I understand that providing misleading or false information will disqualify me from appointment or, if appointed, may result in my dismissal. I understand that if appointed, I will need to sign this form and that it will be kept in my personnel file.

I understand that if I am called for interview, I will need to bring along original evidence/documents\* that evidence my true identity and eligibility to live and work in the UK and that these documents will be copied and retained by Icon in accordance with UK law and to assist Icon to demonstrate their adherence to said laws regarding immigration. This applies to ALL applicants called for interview. You will of course be able to take away your original documents. Both this evidencing of identity and eligibility to live and work in the UK, along with references that we deem to be satisfactory, will form the legal pathway to any offer of employment, interim, permanent or otherwise. I understand that providing false evidence or references or upon any working permissions expiring or change in UK law that withdraws my eligibility to work in the UK, then my employment will automatically terminate.

\* Suitable evidence includes 2 documents from the following examples: A Birth/Adoption Certificate; British Passport, British Citizenship Certificate; Passport or National Identity Card showing the person is a full EEA citizen; a current Biometric document with indefinite leave to remain in the UK, a working VISA/permit granting permission to work in the UK to cover duration of employment. Further guidance is available on the [UK Government website](https://www.gov.uk/prove-right-to-work).

**Where did you see this job advertised?**

Please provide the name of the website, e-bulletin or publication: