



THE INSTITUTE OF CONSERVATION

Membership Officer (Communications and Marketing)

Job Description

Job title:	Membership Officer (Communications and Marketing)
Salary:	£28,000 plus 6% pension contribution
Contract:	Permanent
Hours:	Full-time, 35 hours per week
Location:	Hybrid (London office and remote)
Annual leave:	25 days per annum (pro rata)

About Icon

Icon, the Institute of Conservation, is a charity and professional membership organisation dedicated to safeguarding cultural heritage and championing the value of conservation.

Icon's vision is to protect, preserve and promote our treasured cultural heritage through cultivating skilled conservation professionals, supporting meaningful collaboration across the cultural heritage sector, and delivering public benefit through engagement and advocacy.

Icon's mission is to represent and support the practice and profession of conservation by promoting the public value of caring for cultural heritage and upholding high standards and ethics in conservation practice.

Icon ensures that the guardians and owners of objects, buildings and collections can access knowledgeable and passionate professionals who will help them safeguard the physical remains of our past for the future.

With a membership of almost 2,500 individuals and organisations, Icon brings together conservators working in all disciplines as well as conservation scientists, educators and many others with an interest in conservation. Icon's membership takes an active part in the running of the organisation and the delivery of services to members. Icon has 24 specialist interest groups each of which runs an active programme of lectures, training and social events for members.

About the role

As a key member of our small, dedicated team, you will be instrumental in developing and marketing Icon membership while delivering exceptional customer service. Your role involves proactively engaging with members by processing their applications, managing renewals, addressing inquiries, and performing various administrative tasks.

In addition to member engagement, you will contribute to Icon's communications and marketing efforts. You will use a blend of digital and analogue media to enhance Icon's visibility both within the cultural heritage sector and beyond. Your support in executing marketing activities will be crucial in driving our broader growth ambitions.

This role is based at Icon's office in Farringdon, London. Icon operates a hybrid working policy, which requires staff to be in the office at least two days per week, with the flexibility to work remotely for the remainder.

The post-holder will report directly to the Marketing and Membership Manager.

Specific duties:

Membership services

- Processing membership applications.
- Maintaining accurate membership records on the CRM system (Ready Membership).
- Responding to enquiries from prospective members, existing members, colleagues and the general public within agreed customer service timeframes.

Data management

- Effectively use data analytics to understand impact and success rates and deliver informative regular reporting against agreed KPIs.

Content and communications

- Working collaboratively with the wider Icon Team to develop the annual communications plan in line with the annual operational plan.
- Developing, commissioning and delivering the production of content for Icon's website and Social Media channels in line with communications plan.
- Maintaining and updating Icon's website in line with analytics data and communications plan.
- Developing and issuing Icon's monthly internal and external email newsletters.

Marketing

- Contributing to the implementation of Icon's Membership Growth Strategy by assisting with the development of recruitment campaigns.
- Supporting the implementation of marketing plans and promotional ideas.
- Supporting the development of Icon's Social Media strategy and contribute to Icon's Email Marketing strategy by utilising external newsletters to support broader advocacy work and marketing lead generation.
- Coordinating Icon's presence at partner and sector events, including the design and production of marketing collateral, ensuring a visible presence and effective contribution is achieved.

Other

- Support Icon's 28 special interest groups, including responding to queries and administering and promoting group events.
- Actively contributing to the development of marketing and communication initiatives relating to wider activity within Icon.
- Any other responsibilities that may be reasonably requested by the Chief Executive.

Person Specification	
Training, experience and qualifications	
<p>Essential:</p> <ul style="list-style-type: none"> • Experience of delivering organisational communications, both digital and printed. • Experience of managing social media accounts and using analytics insights to inform content strategy • Experience of copywriting and editorial input for organisational comms. • Experience of supporting events delivery, including via partnerships and collaborative working. 	<p>Desirable:</p> <ul style="list-style-type: none"> • A qualification in communications or related subject. • Experience of working for a charity or non-profit organisation. • Experience of working for a professional body or membership organisation. • Experience of Email marketing • Experience of working with volunteers.
Knowledge and skills	
<p>Essential:</p> <ul style="list-style-type: none"> • Excellent copywriting skills • Excellent communication skills • Comprehensive knowledge of communications. • A thorough understanding of events planning and production. • Well-developed administrative, IT and data management and analysis skills. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Knowledge of the conservation and/or arts and heritage sector. • Understanding of the conservation profession. • Project management skills.
Other	
<p>Essential:</p> <ul style="list-style-type: none"> • Ability support colleagues, members and volunteers and work in a collaborative way. • Willing to travel to attend Icon events and sector functions. • A passion for heritage, museums and the cultural sector’s work to engage wider audiences. 	<p>Desirable:</p> <ul style="list-style-type: none"> • Ability to work with diverse stakeholders (internal and external)

To apply: Please visit [Icon’s website](#) to download the application form for this role. If there are any reasonable adjustments we can make to support your application for this post, please email recruitment@icon.org.uk

Application Deadline: 2 October 2024, with interviews due to take place during the week of 21 October 2024.

Professional Development: As an organisation committed to championing conservation and supporting the careers of our conservator and heritage professional members, we are equally

committed to supporting Icon staff with continuing professional development through both access to Icon training opportunities and external development opportunities.

Equality, Diversity and Inclusion: Being inclusive is one of our core values. As an organisation Icon values diversity and recognises that the broad range of backgrounds, experiences, views, beliefs and cultures represented within our staff, trustees and membership greatly enhances our organisation. Icon is therefore committed to supporting, developing and promoting equality, diversity and inclusion in all its activities. We aim to ensure that opportunities are open to all those who are passionate about caring for heritage.