



THE INSTITUTE OF CONSERVATION

Job description - Marketing & Membership Manager

Job title:	Marketing & Membership Manager
Salary:	c.£34,000 (pro rata)
Contract:	Permanent
Hours:	35 hours per week (part-time/flexible working considered)
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 just under 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

Icon's Marketing & Membership Manager will lead the Membership team to develop and implement effective marketing of Icon's membership, individual giving and training and events programmes. You will line manage the Membership Officer and will lead this small team responsible for membership administration and enquiries, representing the Institute on membership matters and supporting and developing communication between the membership groups.

This is a pivotal role at Icon and an important time for the organisation, as we actively seek to grow our membership to enable us to more effectively represent all conservation professionals regardless of their individual material specialisms or areas of practice. You will

do this by developing and delivering an aspirational range of membership options ensuring there is a category that suits every conservation and heritage science professional with clear benefits and professional development opportunities, ensuring that Icon membership provides a stand-out offer to conservators, archivists, collections and heritage sector professionals.

Icon's office is in Farringdon, London, where this role is based. Icon operates a hybrid working policy with staff based in the office two days per week, and the rest may be worked remotely. The post-holder will report to the Head of Policy & Skills.

Specific duties:

- Development of Icon's membership offer - collaborating with the membership to design and deliver a membership programme that is outward facing, aspirational and engages the wider heritage sector.
- Work collaboratively within the wider Icon Team to review, develop and implement a membership strategy, promoting membership benefits to a wide audience leading to increased engagement and growth in membership numbers.
- Working with the Head of Policy & Skills to prepare annual budgets and setting growth targets. The postholder will be responsible for regular reporting against financial and growth targets and day-to-day budget management.
- Develop a comprehensive understanding of the member journey and lead on membership-facing policies and procedures. Through collection and analysis of data, deliver continual improvement in the membership programme and provide regular, informative reports to leadership.
- Develop and manage accurate membership record systems (including establishing and processing member records and direct debit mandates), ensuring that information and retrieval supports Icon's business, ensuring high levels of retention and prompt annual renewal.
- Develop and manage communications with members and potential members, including the regular members' newsletter, weekly jobs alerts and support the Communications & Advocacy Manager ensuring members' voices are championed in 'Iconnect' magazine and via social media.
- Lead on delivery of Icon's member-focused marketing strategy and wider marketing opportunities. Manage the membership aspects of Icon's websites and contribute to relevant social media content.
- Support delivery of the Icon Conference ensuring its success financially and in terms of member engagement and growth.
- Contribute positively to the development and delivery of Icon's programmes in line with strategic objectives.
- Any other responsibilities that may be reasonably requested by your line manager or the Chief Executive.

Person Specification	
Training, experience and qualifications	
Essential: <ul style="list-style-type: none"> • Track record of managing a membership programme • Experience of marketing a membership programme for a charity/non-profit organisation • Experience of managing, or contributing to membership messaging or communications 	Desirable: <ul style="list-style-type: none"> • A qualification in marketing • Experience of working for a charity or non-profit organisation • Experience of working for a professional body or membership organisation. • Experience of working with volunteers
Knowledge and skills	
Essential: <ul style="list-style-type: none"> • Excellent communication skills, both oral and written • Comprehensive knowledge of marketing for membership • Well-developed administrative, IT and data management skills 	Desirable: <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	
Essential: <ul style="list-style-type: none"> • Ability to manage staff and volunteers and work in a collaborative way. • Willing to travel to attend membership events and Icon functions • A passion for heritage, museums and the cultural sector's work to engage wider audiences. 	Desirable: <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: Monday 15 January, 5pm.

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.