

THE TRUST

MEMBERSHIP & MARKETING TEAM

Note: This is a proposed new function within The Trust which the Review Panel considers is vital if The Trust's financial independence is to be secured. It may be appropriate to recruit a trained and experienced fundraiser and therefore to make this a paid part-time post, possibly supported by a volunteer team. The job description below is therefore written in broad terms, pending an Executive decision about the role.

Aims:

- to recruit new Trust members and retain existing ones
- to support and improve administration of the membership database
- to secure the financial viability of The Trust through income-generating activities,.

Objectives:

- review membership categories and subscriptions; develop and implement a strategy to increase membership;
- with the Administrator, review the membership database and ensure that existing rules on subscriptions are implemented; develop a plan to implement direct debit collection, in consultation with the Finance Committee;
- develop a strategy to increase engagement with, and encourage the active participation of, members;
- develop an appropriate fundraising strategy for The Trust (bearing in mind The Trust's member demographic and likely donor sources) and plan a programme of communications and fundraising activities over an agreed time period, in consultation with the Finance Committee and the Events Team and with the full participation of the Executive.

MEMBERSHIP SECRETARY (Voluntary Post)

Aims:

- to maintain and administer the membership database for members and manage the renewal/withdrawal of members;
- To organise and promote various ways of increasing membership numbers.

Job description:

- to manage the membership database with members' contact details, the fee(s) they have paid, and any donations they may have made;

- to administer the annual renewal of subscriptions, providing reminders to members when it is time to renew their subscription(s) if required;
- to provide an annual update of fees paid to the Customs & Excise for gift aid refund;
- to provide suitable contact information to the Administrator to update the membership lists;
- to provide the Executive Committee with membership numbers for their quarterly meetings;
- to promote and raise the number of memberships to The Trust.