

The Royal Society of Musicians of Great Britain job description

Title: Head of Membership and Communications

Reports to: Chief Executive

Overview

The Royal Society of Musicians works with professional musicians and others professionally active in the world of music, who have been affected by accident, illness, stress and anxiety. We provide vital support to individuals throughout their careers and into retirement and in the last five years have considered nearly 2,000 applications for assistance, distributing grants totalling £2,561,858. Casework sits at the heart of all RSM activities and we are currently finalising a strategy to enable us to increase the number of individuals we support.

In response to the COVID-19 pandemic, RSM launched a Healthy Practice Webinar Series at the start of 2021, focussing on health issues especially relevant to musicians' needs. This Series, run in partnership with BAPAM (The British Association of Performing Arts Medicine), was incredibly successful and will be developed over the coming year. We also set up a Social Network, enabling members of the profession to stay connected throughout the COVID-19 crisis.

RSM has been a membership organisation since its inception in 1738, with one of our founding Members being George Frideric Handel, for whom we were a favourite charity. Today, RSM has over 2,000 Members, all of whom are professionally active in the world of music, or retired. Our Members act as our Ambassadors and play a key role in advising us of colleagues in need. Members join our Court of Assistants and Area Co-ordinator network to help us to increase our presence across the UK. Members also occasionally fundraise for our work by arranging concerts and other sponsored events.

RSM currently keeps in touch with its Members and other supporters through regular emails and via social media. Members are invited to monthly meetings and AGMs and receive two postal mailings a year. At present, RSM employs a staff of four and is now looking to develop its membership, communications and other networks to secure its position as one of the leading charities within the music profession, enabling us to continue providing vital assistance at times when it is needed the most.

Primary Aim and Personal Attributes

The Head of Membership and Communications is a new role at RSM. Working to the Chief Executive (CEO), the postholder will be an experienced membership manager and confident communications professional. They will manage the day-to-day administration of the membership, sub-groups and all associated activities and will co-ordinate other RSM events including the Annual Jacqueline du Pré Charity Concert at Wigmore Hall.

The postholder will also work with the CEO to devise an exciting and creative, yet appropriate strategy using a variety of platforms, to enable RSM to maximise its presence and appeal across the music profession and within other key stakeholder groups. The strategy will also improve the impact of our membership communications, to enable the sustainable growth of this group and ensure that RSM continues to operate at the highest possible standard, whilst at the same time securing its position as one of the leading resources for the profession.

The postholder will then assume responsibility for the implementation and delivery of this strategy, whilst managing RSM's current communications, both electronic and paper based.

The postholder will be highly empathetic and compassionate towards all Members and other supporters, demonstrating a consistently high level of customer care and responsiveness coupled with patience, tact and diplomacy. They will be creative, organised and passionate about working within RSM's values and will have an interest in music and sympathy towards the profession, recognising the value of the arts as a whole.

Main Responsibilities

Membership Management and Monitoring

- Receive and process all membership applications, including liaison with supporting Members and preparation and distribution of application schedules for consideration by the Governors and Court of Assistants. Inform all applicants the outcome of their applications, forwarding necessary documentation as appropriate
- Ensure Members' records remain accurate and up to date at all times and that all data is retained in accordance with GDPR guidance and RSM's relevant policies and procedures
- Work with the Finance and Administration Officer to ensure the timely payment of all Members' subscriptions
- Develop strong working relationships with the membership and write to deceased Members' families to send condolences on behalf of RSM

Communications

- Develop and maintain regular lines of communication with the membership including the Court of Assistants and Area Representatives, as well as other supporters and partner organisations
- Produce literature and documentation including membership application and election packs, newsletters, membership lists and membership certificates, writing copy where necessary and liaising with designers and printers as appropriate
- Co-ordinate all Members' mailings, including those associated with the AGM, liaising with mailing houses where appropriate
- Manage and maintain RSM's online presence
- Liaise with the Casework team and Archivist to ensure communications are integrated across all RSM's activities.

Strategic Development

- Devise, implement and manage a strategy using a variety of platforms to enable RSM to increase its presence across the music profession and within other key stakeholder groups
- Ensure the successful and sustainable growth and development of the membership and membership sub-groups, enabling RSM Members to remain key players in increasing beneficiary numbers and raising awareness of RSM across their networks
- Monitor the success of agreed targets and expectations, including the production and analysis of relevant statistics
- Compile and present reports to the Governors and CEO to ensure all parties remain fully updated about Membership and Communications activity

Meetings, Events and Networks

- Prepare and distribute all Members' monthly meeting papers and take minutes at each meeting
- Co-ordinate RSM's AGM (the 3rd Sunday in December), including venue-booking, management of the attendance list and taking minutes
- Under direction from the CEO, plan, organise and attend RSM events across the UK, organising volunteers if required
- Work with the CEO to ensure the smooth organisation and management of the Annual Jacqueline du Pré Charity Concert at Wigmore Hall
- Work with the CEO to develop relationships with associated organisations including orchestras, opera companies and choirs to promote RSM and its services
- Attend external conferences and events to promote RSM and its services

General

- Review RSM's systems to ensure they maximise the potential to strengthen and streamline communications and membership processes
- Develop and implement processes and protocols to ensure quality standards
- Keep abreast of external factors that could impact communications and membership management, including those in the technological, charitable and legal spheres
- Comply with RSM's policies and procedures at all times, including those relating to GDPR and lone working. Propose additions and improvements to policies where appropriate

- Ensure all RSM staff remain up to date with more general communications and membership matters
- Maintain a flexible approach to the role and working at RSM
- As part of a small office team, cover day to day work when other staff members are absent
- Undertake any other responsibilities and develop initiatives as reasonably requested

Personal Specification

Communications and membership

- Significant experience of working in a complementary role within a charity or arts organisation setting
- Proven experience of devising and implementing strategies to increase communications and membership numbers using a variety of platforms
- Experience and understanding of benevolent funds and membership organisations
- Experience of dealing directly with professional musicians or a similar professional group in a customer service role
- Knowledge and application of the latest data protection regulation
- Confidence when working with senior management and Governors
- Degree level qualification or equivalent preferred

Administration

- Highly proficient IT skills and understanding of business management software and database systems
- Experience of administering websites, social media activities and electronic mailings
- Ability to analyse and present statistics and produce relevant reports
- Strong written and verbal communication skills with a high standard of verbal/written English and the ability to write copy, letters, reports and other documents for a diverse range of stakeholders
- Strong organisational and administrative skills
- Accuracy and attention to detail
- Strong time management skills with the ability to prioritise and meet deadlines
- Flexibility in dealing with changed priorities, initiative and problem solving
- Capacity to manage a busy workload with high productivity
- Ability to assimilate new information and learn procedures
- Commitment to delivering a high standard of work
- Creative approach to taking forward new ideas
- Effective stakeholder management and partnership working

People Skills and Other

- Highly empathetic
- An interest in music and sympathy towards the music profession, recognising the value of the arts
- Consistent high level of customer care and responsiveness coupled with patience, tact and diplomacy
- Ability to deal with people at all levels in a confident and professional manner
- Team player with an ability to work collaboratively as well as independently in a remote setting
- Confident communicator, able to represent RSM in the public domain
- Prepared to travel across the UK where necessary

Note: This job description reflects the current situation. It does not preclude change or development that might be required in the future