



Royal
Botanic Garden
Edinburgh

Head of Membership

Royal Botanic Garden Edinburgh

Recruitment Pack 2021

Context

The Royal Botanic Garden Edinburgh (RBGE) is one of the top four botanic gardens in the world, capturing the imagination of everyone who visits. Founded in 1670, RBGE is home to one of the world's best living collections of plants (13,500 species), a herbarium of three million preserved specimens and one of the UK's most comprehensive botanical libraries.

RBGE advances collections-based biodiversity research and education across a wide spectrum of organisms and geographical regions. This range, coupled with the RBGE's partnerships with local and international HE institutions and research institutes, provides an essential platform for tackling some of the world's most pressing environmental challenges.

RBGE is also a leading visitor attraction. Our four Gardens: the flagship Royal Botanic Garden Edinburgh; Dawyck Botanic Garden in the Scottish Borders; Logan Botanic Garden in Dumfries & Galloway; and Benmore Botanic Garden in Argyll attract over 900,000 visitors each year. Both Logan and Dawyck have achieved the five-star quality tourism award and we aspire to reach outstanding five-star quality standards across all our Gardens in the coming years.





RBGE currently has over 11,000 members (approximately 5,700 households) who experience a range of benefits and play an important part in supporting our charitable work.

We now wish to recruit an outstanding Head of Membership to advance our membership and individual giving programmes, raise our profile as a charity, and help maximise our fundraising potential. We are seeking a candidate who will provide leadership and proactively drive significant growth in our supporter base, which is critical to the ambitions of the organisation.

Details of the RBGE Corporate Plan can be found at: www.rbge.org.uk/about-us/who-we-are/corporate-information/

Edinburgh Biomes

In a world where 40% of plant species are under threat, botanic gardens have never been more needed or their mission more urgent. RBGE's Edinburgh Biomes Project is central to our response to the twin threats of the climate emergency and biodiversity crisis, and offers an exceptional opportunity to create infrastructure that will ensure our impact for generations to come. It will: provide the facilities to protect and develop our unique plant collections; showcase the world of plants under glass; undertake ground breaking research; extend delivery of world class education programmes; and provide a catalyst to connect communities to their botanic collections.

Transformative Infrastructure

Starting 2021, the Edinburgh Biomes Project is a seven year programme of estate development, which will include: the replacement and enhancement of our research glasshouses, a new plant health laboratory, the restoration of our heritage glasshouses, a new glasshouse as part of a renewed visitor experience, and a new sustainable energy centre.



Job Description

Purpose:

To deliver high quality membership management and services to underpin the delivery of the Royal Botanic Garden

Main Duties:

Leadership & Management

- As a member of the Senior management team, work collaboratively with colleagues to achieve our Corporate Strategy and Plans.
- Lead the delivery of a membership services and development function, ensuring it promotes a culture of philanthropy throughout RBGE and continually develops for the future.
- Act as an ambassador, ensuring RBGE is positively represented on business development forums and external networks.

Acquisition & Retention

- Significantly grow Membership numbers and income, with an expected growth rate of 8% < per annum.
- Achieve a minimum of 80% annual membership retention.
- Generate significant member value (perceived and actual) through designing or articulating tangible and intangible benefits to ensure ongoing relevance and impact of the Membership offer to current and future members.
- Devise and implement creative member acquisition, renewal, upgrade, and retention strategies.
- Increase the conversion rate of members into patrons and donors.
- Conduct a subscription review and develop a membership, patron and donor structure that complements the value of the RBGE brand.
- Increase additional spend on non-subscription related products/services.
- Manage the onsite membership acquisition contract with external partners, and ensure performance meets expectations and income targets.
- Set annual financial targets and collaborate with teams across the four sites across Scotland and ensure goals are met.
- Implement methods to measure and improve levels of member satisfaction.

Job Description (continued)

Alumni Relations

- Lead alumni relations at RBGE, working in partnership with education to build and sustain strong, lifelong relationships between RBGE and its global community of former students and staff.
- Develop and manage the Alumni Relations Programme including support for the delivery of graduation activities.

Membership Data & Reporting

- Use data-driven and strategically integrated approaches to increase revenue from all funding streams.
- Utilise Raiser's Edge NXT to manage constituent lists for membership mailings, digital communications, and invitations; design and execute donor communications, including a member and Patron e-newsletters.
- Ensure a strategic approach to collecting, understanding, and using data to drive membership acquisition, retention, and engagement.
- Generate management reports for key governance groups to ensure high quality information to drive decision making.
- Develop trend reports to monitor progress towards goals and the success of donor and membership acquisition, renewal, retention, and upgrade strategies, and adjust actions accordingly to maintain on track.
- Oversee the preparation of membership acknowledgements and cards, renewal notices, other membership-related correspondence, and regular giving acknowledgements.
- Oversee records management and GDPR responsibilities for the Membership and Regular Giving Team and ensure a robust reconciliation process in partnership with the Finance team across RBGE to ensure a fully informed and supportive workforce.

Team Development

- Manage the Regular Giving and Digital Fundraising Officer role, and one Development Administrator.
- Ensure the professional development of membership staff including annual workplans, effective performance appraisals and adoption of a coaching approach. Any other duties as required.

Skills, Knowledge & Experience

Essential

- Proven experience of business development, marketing and/or fundraising.
- Experience of working in a membership development role.
- High degree of skill in cultivating long-term relationships and strategic partnerships.
- Experience (or knowledge) of regular giving/mass fundraising.
- Expertise in managing people and teams.
- Excellent copy writing skills and verbal communication skills.
- Ability to interrogate and use data to increase and convert membership opportunities.
- High level of interpersonal and leadership skills.
- Ability to prioritise workload and work to tight deadlines.
- Understanding of tax issues related to philanthropy
- Knowledge of data protection legislation

Desirable

- An interest in conservation and the environment.
- Knowledge and experience of Microsoft Office.
- Experience of Raiser's Edge software

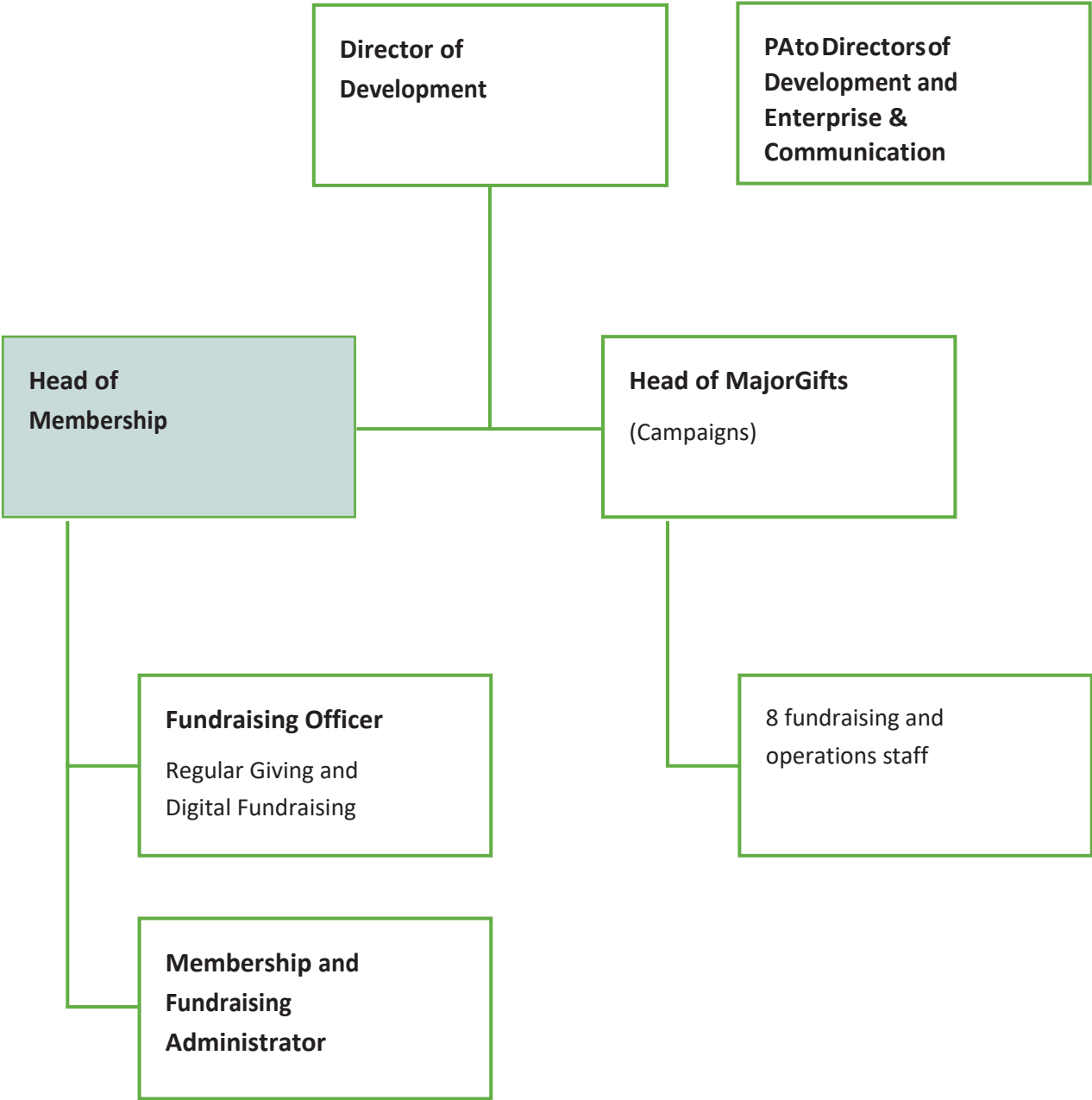
Pay & Benefits

Salary £39,502 to £44,054 (Band E).

In addition, RBGE offers a range of benefits to staff:

- 25 days holiday, increasing to 30 days after 5 years of service, with the option to buy additional holiday
- 11.5 days of public and privilege holidays annually
- Membership of the civil service defined benefit pension scheme
- Discounts in our shop, restaurants, and cafes
- Plus a range of staff support mechanisms, including our free Employee Assistance Scheme
- A range of family-friendly options to support work-life balance, including: flexible working arrangements; enhanced contractual maternity, paternity, adoption and shared parental leave; career breaks

Division Structure





“All life depends on plants. They sustain whole ecosystems, feed us, keep us healthy, stimulate our minds, and nurture our wellbeing. And yet, the Earth’s rich diversity of plant life is rapidly disappearing. At a time when 40% of the world’s plant species are at risk from extinction our work is more important than ever”.

Simon Milne MBE Regius
Keeper, RBGE

For enquiries about the post please contact: elacroix@rbge.org.uk
www.rbge.org.uk/about-us/working-with-us/

The Royal Botanic Garden Edinburgh is a charity registered in Scotland (No SC007983)