

DEPARTMENT OF LOCAL GOVERNMENT, SPORT AND CULTURAL INDUSTRIES

WESTERN AUSTRALIAN MUSEUM
JOB DESCRIPTION FORM**MISSION**

To inspire and challenge people to explore and share their identity, culture, environment and sense of place, and to contribute to the diversity and creativity of our world.

VISION

To be an excellent and vibrant Museum, valued and used by all Western Australians and admired and visited by the world.

VALUES

Accountable
Inspirational, Inclusive and Accessible
Enterprising and Excellent
Sustainable

ABOUT THE MUSEUM

The Western Australian Museum is home to the State's scientific and cultural collection, which it makes accessible to the community through research, exhibitions and public programs. It provides opportunities for all West Australians to express their sense of being, celebrate their cultural heritage and identity, and embrace their shared existence. It is a place where people can share stories and experiences. It adheres to principles of mutual understanding and natural justice. The Museum's exploration, research and interpretive work in the sciences and humanities is world leading.

The Museum currently has six public sites: WA Museum Boola Bardip, WA Maritime Museum, WA Shipwrecks Museum, Museum of Geraldton, Museum of the Goldfields, and Museum of the Great Southern.

The Museum is a Statutory Authority within the Department of Local Government, Sport and Cultural Industries (DLGSC). The Department facilitates lively communities and the economy and the offering of outstanding and inclusive sporting and cultural experiences to local, interstate and international visitors.

DETAILS**Position Title**

Membership Officer

Position Number

14631

Classification Level

Level 3

Award/Agreement

Public Service Award 1992 / PSGO CSA GA

Directorate

Engagement Directorate

Branch/Team

Marketing and Audience Development

Physical Location

Fremantle/Perth

Effective Date

1 July 2020

Employment Type

Permanent, Full Time

REPORTING RELATIONSHIPS

Position reports to

Marketing and Audience Development Manager

Positions reporting to this position

N/A

PURPOSE OF THE POSITION

This role works within the **Marketing and Audience Development** team who measure success against the following key performance measures:

- Visitation to exhibitions, events and venues
- Upholding the integrity of the brand across all Museum communications spanning BOE channels (Bought, Earned and Owned)
- Assisting in driving revenue for the organisation
- Growth of audience development spanning CRM, digital and social channels
- Implementation and delivery of multiple BOE campaigns spanning all venues
- Management and execution of compelling content and communications to our local, national and international audiences.

Membership

The main purpose of this role is to ensure a level of excellence across all Membership administration, with a focus on acquiring new members across the two tiers of the Museums membership portfolio. You'll be a creative thinker, identifying new ways in which to improve retention rates & boost engagement levels by leveraging the Museums owned multi-channel touchpoints. With the recent implementation of the CRM *Tessitura*, the successful applicant must have a strong understanding and experience using this software to ensure it is used to its best advantage.

This role will manage key tasks to do with the ongoing operational logistics of the membership program and identify new opportunities to maximise sales potential of all tiers in the membership's portfolio.

This role relies on working cross-functionally to deliver upon campaigns. Key internal stakeholders (aside from marketing) are the customer relations and digital teams.

STATEMENT OF DUTIES

Communications

- To act as the main point of contact for all members and prospective members, taking enquiries via multiple communication channels, providing a high level of customer service, and updating databases in a timely manner.
- Communicate directly with key stakeholders within the organisation on key updates
- Development and implementation of Member-focussed content and copy.

Administration

- To manage the member life-cycle i.e. sale and payment, new member communications, member benefit administration and renewal process.
- Manage the creation and development of campaign materials including member welcome packs, newsletters, e-communications, member questionnaires and brochures.
- To create and deliver an annual membership plan spanning campaigns and events.
- To keep records and produce detailed reports on recruitment and retention activities, marketing campaigns and consumer behaviour.
- Maintain an active database to foster and develop member services and communications.
- Responsible for managing renewal notices and processing new and renewing memberships in a timely manner.
- Identifying opportunities to improve processes for the membership program.

Marketing

- Promote membership programme across internal and external stakeholders.
 - Assist in the development of the membership recruitment and retention strategies.
 - To assist with member market research in areas such as member benefit analysis, satisfaction and competition analysis.
 - Increase membership revenue and membership database records.
 - Develop value added and cost effective activities for members.
 - Oversee stock inventory for membership product and materials where appropriate.
 - Monitor and maintain presentation of member areas online.
 - Undertake various value-added membership activities as directed.
 - Assists in coordination various promotions, signage and membership activities.
 - Coordination of member-related programs during busy holiday and weekend periods in conjunction with Visitor Services team.
- Develop new membership products, systems and processes as directed.

Stakeholder

- Work with other departments across the organisation to maximise engagement with membership recruitment strategy.
- Liaise with Visitor Services staff at membership counter to assess daily processes and administrative functions to ensure that an efficient and effective workflow is maintained.
- Liaise with Customer Relationship Team and Visitor Services Officers to optimise upselling of membership products.
- Undertake training and development sessions with Visitor Services Officers and provide documentation to ensure knowledge transfer between staff and to ensure that all team members are kept up to date with systems, products and processes, including systems.
- Provide hands-on customer servicing backup at the membership counter and front entrance queue marketing as required.

Financial

- Produce regular report on membership statistics to target.
- Process electronic payments and liaise with the Finance Department to ensure accurate and up to date recording of payments.

Corporate Responsibilities

- Understanding and supporting the vision, mission and values of WA Museum
- Driving awareness of your own and others' Health and Safety, and comply with Occupational Health and Safety guidelines.
- Understanding of privacy

COMPLIANCE AND LEGISLATIVE KNOWLEDGE

- Comply with the DLGSC Code of Conduct;
- Comply with applicable DLGSC policies and procedures, WA Museum policies and procedures, and relevant appropriate legislation; and Other duties as required with respect to the scope of the position.
- Meets Occupational Safety and Health, Equal Opportunity and other legislative requirements in accordance with the parameters of the position.

WORK RELATED REQUIREMENTS

Essential

1. Experience and working knowledge of the CRM - *Tessitura*
2. Experience in the implementation of effective acquisition- driven campaigns
4. Strong written communication skills with a high level of attention to detail.
5. Excellent organisation and time management skills, with an ability to work autonomously and as part of a team
6. Ability to extract data from the CRM to produce reports
7. Strong interpersonal skills.

Desirable

1. Experience working in non-profit development or membership, preferably in an arts related institution.
2. Knowledge of data protection and direct debit policies.
3. Experience of working in a membership organisation or with a loyalty /alumni scheme.

KEY RELATIONSHIPS/INTERACTIONS

1. Staff within the Marketing, Media and Audience Development team
2. Customer relations and digital teams
3. Site Managers and operational staff

KEY CHALLENGES

1. Developing effective campaigns with a limited budget
2. Competing priorities across the business
3. Adapting to last minute changes
4. With the recent implementation of Tessitura, additional support may need to be provided to the customer relations team

SPECIAL CONDITIONS

None

Appointment is subject to:

4. Eligibility to Work in Australia.

Training:

1. Complete induction within three months of commencement.
 2. Complete any training specific to the role required by Departmental or WA Museum policy.
 3. Complete the Department's Accountability and Ethical Decision Making training within six months of appointment.
-

