

Job Description

DIRECTOR OF MARKETING & MEMBERSHIP (DMM)

Job Title	Director of Marketing & Membership
Reporting	to the Chief Executive Officer with up to eight direct reports
Salary	competitive for the charity sector; full time
Location	Bristol (but as a UK-wide organisation, national travel will be necessary)

Outline of the Role

This new role focuses on developing a new and dynamic approach to marketing for membership growth and engagement for the Royal Photographic Society (RPS). We are looking for an experienced marketer able to set strategic direction and willing to get actively engaged in the detail with the team. With expertise in strategy and channel planning for member acquisition and engagement, through to developing the value proposition, brand positioning, developing marketing materials and partnership building. Note that the job description described herein is not exhaustive.

Terms and Conditions

The RPS is based at RPS House, at Paintworks, Bristol. We operate a hybrid working environment allowing staff to work between home and office in agreement with their line manager. This is a full time post (35 hours per week, Mon-Fri, 9am-5pm with an unpaid hour for lunch, with some requirement for out-of-hours working) with a starting salary of up to £60k, depending on experience, plus pension contribution. Holiday entitlement is 20 days per year (Jan-Dec) plus statutory bank holidays. There is a probationary period of 6 months.

How to Apply

Please email a cover letter (of no more than 2 pages) setting out how your skills and experiences are relevant to the role and a CV by midday on 9 December 2022 to nikki@rps.org

You can download our strategy 'Photography for Everyone' at www.rps.org/strategy

Information on our governance is available at <https://rps.org/governance>

If you have any questions, or wish to discuss the role, please email Nikki McCoy, our Director of Finance & HR, at nikki@rps.org to arrange this.

Strictly no agency enquiries.

Inclusion for Employment

Don't meet every requirement of the Job Description? Studies have shown that women and people of colour are less likely to apply for jobs unless they meet every single qualification or requirement. At the RPS we are committed to building a diverse, inclusive and authentic workplace. So, if you are excited about this role but your past experience doesn't align perfectly with every criteria, we encourage you to apply. You may just prove to be the right candidate for the role.

The Royal Photographic Society

The RPS was **founded in 1853** with the objective of making the **art and science** of photography more widely available, increasing the knowledge and understanding of photography and film, supporting photographers, and inspiring public engagement. Queen Victoria and Prince Albert were its patrons and granted the use of the title 'Royal' by decree in 1894. **It was registered as a charity in 1963.** It is a Learned Society with an open membership of (currently) some 10,000 - comprising amateur photographers, student photographers, art photographers, professional photographers and photographic educators from around the world. **It was granted a Royal Charter in July 2004**, implemented 1 January 2005.

The governance of the RPS is defined in its Royal Charter, By-Laws and Regulations which provide for a **Council (Board of Trustees)** comprising up to **twelve Trustees** drawn from the membership of the Society via election and appointment. The Board is elected biennially and is chaired by the President (Chair of Trustees).

The **Chief Executive Officer** (CEO) is appointed by the Board of Trustees and reports to the Board via the President. The members of the Senior Leadership Team are appointed by the CEO with input from representatives of the Board of Trustees. All other staff are appointed by the CEO with input from the Senior Leadership Team and, where necessary, from representatives of the Board of Trustees. The SLT currently comprises the Director of Finance & HR, Director of Development (this post will exist only until January 2023 when it will be replaced by the Director of Marketing & Membership) and the Director of Programmes (responsible for member-focussed, public-facing, and education sector activities).

Manager-level staff currently cover the key areas of Awards, Communications, Data and Digital Development, Distinctions, Education, Exhibitions, Membership, Volunteers and RPS House (Building Services) although a 'top-to-bottom' **organisational restructure** process is currently underway and will be completed by the new CEO. The RPS could not achieve its objectives without substantial help from volunteers who, in addition to those serving as Trustees and on committees, organise events and support activities through Regional Hubs, International Chapters and Special Interest Groups. There are currently **16 Regions** (including the Republic of Ireland), several **International Chapters** and **16 Special Interest Groups** (although none of these currently have any formal alignment with our Distinctions genres).

The RPS offers a diverse education programme which includes talks, workshops, symposia and exhibitions - including the **International Photography Exhibition** (now in its 164th edition and the longest-running photographic exhibition in the world), and the **RPS Summer Exhibition** of members' work - which are held in a world-class gallery, auditorium and education space in our headquarters building (located at Paintworks, Bristol), as well as at venues across the UK, internationally and online. Internationally-recognised qualifications (**Creative Industries Qualification** and **Imaging Science Qualification**) and our internationally-respected Distinctions (**Licentiate**, instituted 1972; **Associate**, instituted 1924; and **Fellow**, instituted 1895; encourage our members to set personal photographic goals, enhance skills and stimulate personal creativity. The RPS published an award-winning **RPS Journal**, the longest continuously published photographic publication in the world and also the respected **Imaging Science Journal**.

At the heart of our charitable endeavours is a commitment to supporting young and emerging photographers. Alongside visits and resources, an annual **Bursary Scheme** offers sponsorship for environmental, postgraduate and social documentary projects. The **RPS Awards** are an annual celebration of excellence and innovation in photography. The eighteen categories (reviewed and approved by Trustees in 2022) recognise those who have made outstanding contributions in their fields - spanning the art and science of photography; education; film; curatorship and publishing.

Key Responsibilities of the DMM

The Director of Marketing and Membership (DMM) manages the marketing discipline, providing direction and leadership to the marketing team and to the marketing contribution from all levels of RPS staff and within all areas of RPS activity. This includes responsibility for development and implementation of the marketing strategy, including communications and the RPS brand.

The DMM will define the membership offer, and direct all RPS member services and programmes while the practical delivery of those services and programmes will be the responsibility of the Director of Programmes (also a member of the Senior Leadership Team). The DMM will also form strategic plans with associated budgets to develop and expand the offer to new market segments using appropriate channels and partners to increase membership at pace.

In the area of membership communications, the DMM will create, update, and distribute information to current members as well as prospective members and other stakeholders. They will formulate strategic plans within this functional area of responsibility and give input to the development of budgets.

The DMM will also have responsibility for resolution of escalated issues arising from member and marketing operations, coordinating improvement actions which may require input from other departments, other members of the Senior Leadership Team and from the Board of Trustees.

The key responsibilities necessary for effective delivery of this role are:

1. Promoting the membership product to millions of photographers at all levels in the UK and around the world
2. Understanding the target audience segmentation, needs and behaviours, and developing this understanding into a strong product/benefit package offer
3. Deepening our engagement with existing members, with a focus on retention, leveraging the CRM to underpin, measure and build insight from across the RPS
4. Performance activity for net member growth through acquisition and retention, with expertise to course correct as needed
5. Optimising key user journeys for both customer acquisition and retention
6. Identifying and implementing new income streams for the organisation
7. Recruiting and managing the marketing and membership team
8. Developing external partnerships and collaborations to support growth
9. Part of the Senior Management Team inputting into the business and strategy delivery
10. Developing and actioning marketing & membership growth strategy and reporting for the business/ Board to understand performance
11. Preparing trustees' report and attend trustees' meeting when required
12. Working with the Director of Finance and CEO to prepare an annual departmental budget; monitor performance against this
13. Monitoring, improve and report on the Society's response to membership enquiries

Requirements

Essential Criteria	Desirable Criteria
Qualifications	
Educated to first degree level or equivalent	MBA or post-graduate qualification in Marketing
Demonstrable (certified) evidence of continuous professional and personal development	
Experience	
Evidence of significant experience as a senior marketer; particularly in performance activity	Previous experience in a membership/subscription organisation
In-depth knowledge of digital marketing channels; paid search, SEO, affiliates in particular, in conjunction with offline media channels	Interest in photography or the arts
Good knowledge and experience with online marketing tools and best practices	
Excellent understanding of, and ideally hands-on experience with, Google Analytics and Customer Relationship Marketing (CRM) Software-as-a-Service (SaaS)	
Critical thinker and problem-solving skills	
Strong time-management, project management skills	
Great interpersonal and communication skills	
Ready to build a team and successful marketing function	
Results driven	