

# The Heritage Alliance

## Membership and Events Coordinator

Job Description and  
Person Specification





## Key Information

**Fixed Term:** 0.8 FTE (28 hours per week) until March 2025.  
Possibility for the role to become full-time and to be extended if further funding is unlocked.

**Start Date:** As soon as possible.

**Salary:** £31,000 FTE per annum, pro-rata

**Leave:** 24 days FTE per annum pro-rata, in addition the Heritage Alliance Office closes between Christmas and New Year.

**Line Manager:** Head of Development and Membership (HDM)

**Place of Work:** The Heritage Alliance Office, Central London, EC4M (Flexible working arrangements can be considered)



# The Opportunity

**Are you passionate about connecting with people, supporting not-for-profit and commercial organisations across an exciting and evolving sector and coordinating and developing an exciting programme of sector-wide events?**

We are looking for a driven, people and results-focussed person to join the Development Team of the Heritage Alliance, the membership body representing the independent heritage sector in England. This is a pivotal role at an exciting time in the journey of our charity.

Our members are at the heart of our work. They range from ranging from large institutions (such as English Heritage, the National Trust, the Canal & River Trust, and Historic Houses) to specialist charities, local museums, and community initiatives. You will be leading the way in ensuring a quality, personal and supportive experience for our 200+ members and smooth and efficient administration for all our membership processes.

You will also have a critical role in recruiting new organisations to join our membership and will be instrumental in shaping our recruitment and retention strategy for the coming year in partnership with the Head of Development and Membership.

The Heritage Alliance is renowned for its sector events, including [Heritage Day](#) and [Heritage Debate](#). The second half of this role will be to spearhead the coordination of our sector and members event programme. This year we are looking to develop a new event strategy, as surveys identified them as one of our most popular outputs. You will work with colleagues from across the organisation to deliver an outstanding year whilst coordinating logistics, sponsorship recruitment and our exciting volunteer award scheme: the [Ecclesiastical's Heritage Heroes Awards](#).

This is a varied and exciting role for someone who is interested in gaining experience in setting vision and strategy whilst managing processes from start to finish. It also provides a unique opportunity to engage with the breadth of the Heritage Sector, from stunning castles, to steam trains, archaeology to traditional skills.



# Key Tasks

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## **Membership & Marketing** **(in support of the Head of Development and Membership)**

Be a friendly and supportive point of contact for members, responding to enquiries and supporting virtual and in-person engagement (at our offices or in site visits);

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Contribute to the shaping and delivery of the Membership Recruitment and Retention Strategy for 2024-25;

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Achieve agreed Membership Targets for retention and recruitment;

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Drive specific recruitment campaigns (including prospect research, engagement and evaluation) identified as part of our Membership Recruitment Strategy;

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Lead on marketing activities for the Heritage Alliance to support membership and event promotion including the maintenance of marketing lists and creation of marketing materials;

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Plan and administer a programme of members' events for the year;

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Manage all administrative tasks regarding induction and resignation of members (including the comms, CRM and website processes) as well as financial processes including billing and chasing of debtors (with support from the Finance Manager);

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Coordinate the communications on membership matters with our members and public communications (including our newsletter Heritage Update);

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Attend sector events and trade shows to promote membership and the Heritage Alliance.

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# Key Tasks

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## Events

### (in support of the Senior Team)

Create a new Events Strategy for the Heritage Alliance incorporating its existing programme (Heritage Day, Heritage Debate, Members' Events) and exploring additional opportunities;

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Coordinate the event team including role setting, management of regular events meetings and of relevant planning documentation;

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Coordinate the logistics of the face-to-face and virtual components of the Heritage Alliance event programme including the sourcing and management of relevant suppliers (venue, catering, photography, Zoom, filming and any related areas);

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Lead on event sponsor and corporate partners recruitment and care, including the administration of agreements;

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Support the Head of Development in planning and monitoring the income generation model, ticketing prices, expenditure and relevant budgets for the event programme;

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Coordinate the relationship with Media Partners for the promotion of the events;

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Coordinate the Ecclesiastical's Heritage Heroes Awards including marketing, application stage, judging and ceremony planning;

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Support the planning, development and publication of any event-related press releases in collaboration with the Comms Manager.

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# Key Tasks

## Other

Contribute to reporting regarding membership and events activities for Board, funders or other evaluation purposes;

Support the Head of Development in delivering marketing activities regarding Heritage Alliance consultancy projects;

Support the CEO and the Head of Development with their membership engagement roles.

This job description may change as the post or the needs of the business develop. Such changes will be subject to consultation between the post holder and their manager.



# Key Competences

## Experience

### Essential

- Demonstrable experience of growing membership and sponsorship networks or other relevant sales and marketing environment experience;
- Experience of events planning, including management of suppliers;
- Experience of working with external stakeholders;
- Experience of similar administrative work.

### Desirable

- A broad understanding of the UK's heritage and of the charity sector;
- Experience in running email and social media marketing campaigns, reporting and campaign analytics;
- Experience of meeting coordination, minuting and diary planning;
- Passion for and experience of developing a range content for different audiences and channels (such as videos, infographics, blogs, social media posts);
- Experience of planning event strategy;
- Experience of fundraising and corporate sponsorship;
- Copywriting, editing and proofreading experience;
- Experience with content management systems (CMS) or website maintenance.

## Skills, Abilities and Knowledge

### Essential

- Excellent organisational and time management skills;
- Customer service and interpersonal skills;
- Strong communication skills, both written and verbal;
- Excellent follow-through and attention to detail in completing tasks;
- Knowledge of event planning and delivery procedures;
- Strong commitment to achieving goals and meeting deadlines;
- Able to manage change effectively and creatively;
- Strong negotiation and persuasion skills to secure favourable terms with venues, suppliers, sponsors, and other external parties;
- Understanding of marketing and promotional strategies;
- Ability to work independently and as part of a team;
- Proficiency with office software (e.g., Microsoft Office Suite, Google Workspace).

### Desirable

- Project management and delivery skills;
- Knowledge of CRM (e.g. Salesforce) / Membership Management Software;
- Knowledge of creative software (Canva, Adobe Creative);
- Knowledge of Data Protection legislation.





# Recruitment Process

## To Apply:

Please complete this [Application Form](#) and return to Max Clark, Comms Manager at [comms@theheritagealliance.org.uk](mailto:comms@theheritagealliance.org.uk)

**Closing Date:** Wednesday 1 May 2024

**Shortlisted candidates** will be contacted on Friday 3 May 2024

**Interviews:** will be held virtually on Wednesday 8 May 2024

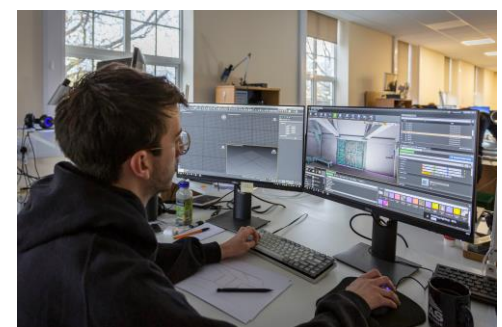
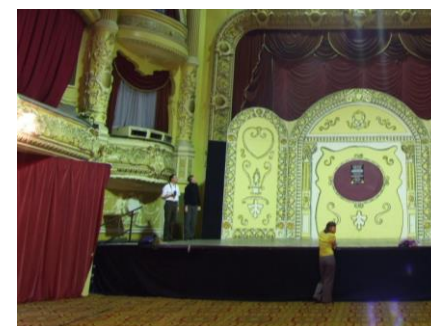
## Equal Opportunities:

The Heritage Alliance is fully committed to the provision of [equal access and opportunity](#) as an employer. We welcome applicants from diverse communities and backgrounds.



# About The Heritage Alliance

“The Heritage Alliance brings together the heritage sector. There is strength in unity.”  
*(Member Survey 2023)*





# Overview

“You cover the whole sector at all levels - strategically and on the ground.” *(Member Survey 2023)*

Established in 2002, we are the membership body representing the independent heritage sector in England. **We champion the breadth of heritage:** from built heritage to archaeology, industrial and mobile heritage to, skills, academia, collections and science.

We provide a **supportive and trusted platform for heritage bodies** to connect with others, stay informed, gain skills and insights. We act as an **advocate for the sector to Parliament, Government and Arms-Length Bodies** such as Historic England.

“I wish to thank your organisation for the valuable contributions you have made to the Heritage Covid Response Working group. This group is vital to ensuring that the impacts of this unprecedented interruption are fully understood by government.”  
*(Nigel Huddleston MP, Parliamentary Under Secretary of State Sport, Tourism and Heritage)*



200+ members

Representing 8 Million Staff, Volunteers and Members



16,000+ Heritage Update Readers



35,000+ Followers on Social Media



5,400+ Project Participants since 2020



180+ resources created for Sector since 2020



110+ Publications, Consultations, Briefings since 2020







# Our Vision

For a society in which England's historic environment and wider cultural heritage is valued, supported and able to enrich everyone's lives.

We believe this can be achieved through the sympathetic, sustainable and imaginative stewardship of the past around us by a vibrant, independent heritage sector that is fit for the future.

# Our Mission

To champion the independent heritage sector to policy makers and opinion formers, building a shared, deep and nuanced understanding of the importance and value of all kinds of heritage.

To inspire and catalyse action, supporting independent heritage organisations to achieve their full potential through enhanced sustainability, resilience and capabilities, and enabling networking and shared learning amongst practitioners across the sector.

# Why become a Heritage Alliance Member?



## Be Heard

- Represent your asks, needs and concerns at our regular meetings with **DCMS** and other key departments, **Parliament** and **Sector Forums**



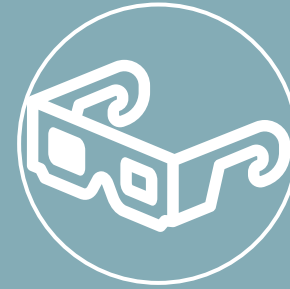
## Be Informed

- Benefit from our insights on the latest developments impacting the sector through our **exclusive members communications, events** and our fortnightly newsletter **Heritage Update**



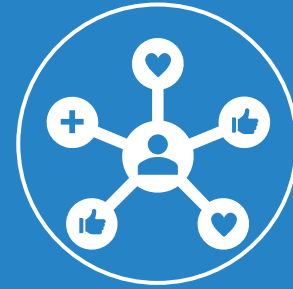
## Connect and Share

- Exchange ideas with leading organisations across the sector through our members advocacy groups, networks, members roundtables and our sector wide events **Heritage Day** and **Heritage Debate**



## Access Expert Advice

- Benefit from expert support in topics such as HR, fundraising, project management, communications and technology through our exclusive **members offers** and **expert-led sessions**



## Reach Others

- Promote your events / job / news through our widely-read fortnightly newsletter **Heritage Update** reaching 16,000 inboxes and benefit from the extensive reach of **our social media channels**.









# Our Flagship Events



## Heritage Day 2024

[Heritage Day](#) is a leading annual sector conference, run by the Heritage Alliance for over 10 years.

Our flagship event offers heritage leaders, staff, and volunteers a unique forum to hear from decision-makers, gain skills, and foster connections.

## Heritage **DEBATE**

[Heritage Debate](#) offers the chance for all those interested in heritage to come together and explore key challenges facing the sector.

It brings sector leaders, professionals, volunteers and students together for cross sector insight, connection and to find solutions to key challenges facing the sector.