

Job title: Membership and Subscriptions Manager

Hours: 5 days per week

Salary: £24,000

Employment type: Permanent, full time

Location: 63 Great Russell Street, London WC1B 3BF

Employer: Craft Potters Association, Ceramic Review Publishing

DESCRIPTION

We are seeking an organised and enthusiastic person to replace our membership and subscriptions manager who is leaving after three productive years. We are a busy and successful ceramics organisation, on a sound financial footing and with a growing audience. Our activities include a gallery, long-running and expanding magazine, and major live ceramics events around the country.

The job has two main parts: you will administer and deliver membership services for the Craft Potters Association, the UK's largest ceramics community, 60 years old this year and growing; and you will manage the subscriptions for *Ceramic Review*, in continuous publication since 1970 and the foremost publication in its field. Subscriptions make up the bulk of our readership.

The role encompasses areas of business administration, communication and events and works closely with a number of other personnel. Some key challenges are upcoming including sourcing a new membership software and helping to bring on stream the new website for *Ceramic Review*.

While based in our office on Great Russell Street, you will also be part of the CPA's public face, helping to manage our presence at various events across the UK, so there will be occasional travel; time off in lieu is offered along with a travel allowance. We also offer a generous 32 days holiday a year *pro rata* including public holidays.

You will be well supported by team members and external freelances as required and work at our offices opposite the British Museum in Bloomsbury. You will work to and be supported by the Business Manager, and will also work closely with the Operations Co-ordinator in delivering many daily tasks.

Key Duties

- Maintaining the subscribers and members' database, including liaising with the printer, issuing subscription reminders, issuing new membership packs, supported by the Operations Co-ordinator
- Responding customer enquiries by phone, post and email, supported by the Operations Co-ordinator

- Responsible for the consistent and timely release of membership and subscription renewal reminders by email, post and telephone when necessary
- Process daily and weekly payments via PayPal, cheques and phone orders together with the Finance Manager
- Develop and schedule content for the CPA's weekly members' e-newsletter, as well as social media including Instagram, Facebook and Twitter, ensuring growth in all areas of brand awareness and presence online
- Add value to the existing opportunities given as part of the CPA membership offering including negotiating discounts for members with partner organisations
- Track subscription and magazine performance and interpret data on sales trends
- Develop and implement strategies for the long-term growth of membership and subscriptions agreed with the CPA office team and Council
- Manage the running of the CPA and *Ceramic Review* stands at various ceramics-led events across the UK, ensuring the maximum possible brand exposure to prospective members and subscribers

PERSON SPECIFICATION

You are a hard worker with the capacity to enthusiastically take on new challenges

You have a professional and personable manner, both on the telephone and in person, and a willingness to help others with problems and enquiries

You are a friendly and attentive team player willing to work with others to deliver on projects

You are highly organised and comfortable in managing a variety of tasks and a large workload

You are able to analyse data and identify from them future courses of action

You are able to manage others

You have a willingness to learn on the job and approach tasks with an analytical yet creative mind-set

You have knowledge of various marketing channels including Mailchimp, Facebook and Instagram and a feel for what makes attractive content.

Experience/skills required:

Essential

- A strong work ethic and willingness to quickly adapt and take on new challenges as they are presented
- Excellent communication skills both verbal and written
- Strong organisational skills and capacity to manage a variety of tasks
- Good computer skills including experience working with database software
- Knowledge/experience of managing marketing channels with an emphasis on growth
- Ability to manage volunteers in-house and at events
- Experience of working with a variety of stakeholders

Desirable:

- Knowledge of membership /subscription services processes
- Knowledge of and appreciation for ceramics or crafts in general
- Familiarity with subscription software
- A UK driving licence

ABOUT US

The Craft Potters Association is a co-operative of makers that has been representing the best makers in British studio ceramics since 1958, and today is the UK's largest and most diverse ceramics community. With a membership of over 1,000, the CPA links a huge network of ceramists, collectors and enthusiasts from across the country. We are not for profit and owned by our members. We are financially independent and not reliant on any grants or external funding.

We run the Contemporary Ceramics Centre, our central London gallery opposite the British Museum, selling work by our members and mounting monthly exhibitions by top ceramicists. Founded in 1960, the gallery had its most successful year ever in 2017.

Every two months we publish *Ceramic Review* magazine; the leading voice in international ceramics since 1970 with healthy subscriptions and a fast-rising online profile.

We run three major UK ceramic selling fairs, which have seen rapid rises in audiences of the past two years.

We aim to treat our employees fairly and be open-eared and egalitarian.

HOW TO APPLY

Please send the following:

1. A CV
2. A cover letter outlining your suitability and reasons for applying for the position in relation to the job description. The letter should be no more than two sides of A4.

To tobybrundin@ceramicreview.com by midnight on 14 October 2018.

For further information please contact tobybrundin@ceramicreview.com or visit

<https://www.craftpotters.com/>