



Irish Film Institute

Job Description

Title: IFI Membership Officer

Overview

About Irish Film Institute

The Irish Film Institute (IFI) is Ireland's national cultural institution for film. It provides audiences throughout Ireland with access to the finest independent, Irish and international cinema; it preserves and promotes Ireland's moving image heritage through the IFI Irish Film Archive; and it provides opportunities for audiences of all ages and backgrounds to learn about and critically engage with film.

The IFI comprises three core activities: to Exhibit, Preserve, and Educate, and operates in Dublin, nationally and internationally.

Overview and Job Purpose

The IFI Membership Officer has a key role in maintaining and building excellent relationships with IFI Friends and Members, overseeing all communications, events and activity relating to their membership, benefits and packages.

Reporting to: IFI Head of Development & Fundraising, Box Office Manager

Key Relationships: IFI Box Office Team, Director of Public Affairs & Marketing, IFI Marketing team

Key Responsibilities:

Membership Development & Sales

- Responsible for IFI Memberships, IFI Friends, Group and Loyalty Scheme sales
- Responsible for meeting monthly and quarterly financial targets
- Implement creative sales and upgrade strategies for IFI Membership & Friend schemes, including lapsed and expired members
- Develop & manage marketing materials or copy for promotional activity
- Work with the marketing team to target new members in different constituencies e.g. students, sports and social clubs, corporates, culture-seekers etc
- Develop and update target lists for various target markets

Box Office

This role requires the Membership Officer to spend one day per week in Box Office to be front-facing with our audience and members and to be familiar with our Box Office systems. In addition:

- Oversee and monitor membership transactions at Box Office
- Responsible for developing staff manuals and scripts for all Box Office staff to use to promote membership during all transactions
- Work with the Public Affairs & Marketing Director and Box Office Manager to adapt Box Office systems to meet the requirements of a comprehensive marketing approach to

membership

- Drive IFI group membership schemes
- Work closely with the Box Office team to engage and motivate staff on the importance of promoting the schemes, and implement incentive schemes for Box Office membership sales

CRM

- Use of CRM tools
- Regular cleaning, correcting and updating of the Membership CRM, ensuring adherence to correct and complete data inputting and advocating for correct use across all users
- Mailchimp maintenance and campaign use relevant to the membership development areas

Stewardship

- Servicing of IFI member relationships (includes IFI Friends, IFI Members, and IFI Corporate Members where appropriate)
- Event management of special IFI Friends events and coordination of Member preview screenings, Open Day membership activities etc
- Develop new and unique ways to improve the membership experience for IFI members, working collaboratively with IFI Depts to develop cost-neutral opportunities where possible
- Appropriate acknowledgement and regular thanks of our members
- Developing and delivering a communications plan for our IFI Friends and IFI Members, including with members due to expire to ensure that their membership does not lapse
- Responsible for all issues that arise for IFI members, and handling member complaints

Other

- Coordinating member volunteers for annual IFI Open Day
- This job spec is not exhaustive and from time-to-time, you may be required to perform other duties or take on other responsibilities as necessary and as directed by your Manager.

Key Skills Required

- Excellent writing and verbal skills,
- Strong focus on planning and time management with excellent organisational skills

Person Specification

The role requires the following attributes:

- High standards in everything you do, attention to detail
- Ability to work under pressure and to coinciding deadlines
- Enthusiasm, flexibility, excellent interpersonal and communication skills, ability to work independently, but most importantly as a team
- A natural capacity to develop relationships
- Passion for film or interest in promoting arts and culture is highly desirable

Key Skills Required

- Advanced Microsoft Office (Outlook, Word, Excel, PPT), G-Suite, Email Platform (eg Mailchimp) – *Essential*
- CRM, Donor Management Systems – *Preferable*
- Box Office Systems - *Preferable*

Key Experience Necessary

- A minimum of two years' experience in customer service, fundraising, membership, or direct sales
- Event planning

Terms

Contract Part time, 30 hrs per week. 12 month Fixed Term Contract
Office IFI, 6 Eustace Street, Temple Bar, Dublin 2

Application Process

Please provide a cover letter outlining your suitability and interest in this job, supported by your CV.

Send FAO Shauna Lyons to slyons@irishfilm.ie and you must have "IFI Membership Officer Application" in the subject line.

Closing date Wednesday May 16th at 5pm. Interviews will take place on week commencing May 28th.