



IFI Membership Assistant - Job Specification

- **Part time – 32 hours per week**
- **Hybrid working options available**

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

On Eustace Street, Temple Bar, our diverse audiences and loyal members can visit IFI cinemas, IFI Irish Film Archive's research and access facilities, IFI Film Shop and IFI Café Bar. At home, audiences can view our online digital streaming platforms, IFI@Home, IFI Player, IFI@Schools and IFI International.

Overview and Job Purpose

Reporting to the IFI Head of Development & Fundraising and IFI Box Officer & Front of House Manager, the IFI Membership Assistant is responsible for developing and managing the IFI Membership, IFI Friends and loyalty schemes, with a key role in maintaining and building excellent relationships, overseeing all communications, events and other activities relating to their subscriptions, benefits and packages. This is a part time role, working 4 days per week with one shift in IFI Box Office and three with the Development team.

Reporting to: IFI Head of Fundraising & Development and IFI Box Office & Front of House Manager

Key Relationships: IFI Development & Venue Officer, IFI Box Office & Front of House Department, IFI Marketing Department, IFI Digital Platforms Department, IFI Finance Department.

Key Tasks and Responsibilities:

Development & Fundraising:

- Responsible for IFI Memberships, IFI Friends, and Loyalty Scheme sales with a strong focus on customer retention and excellent customer experience.
- Respond to any IFI Friends & Membership queries and issues in a proactive manner.
- Coordinate all membership communications within the relevant deadlines and in consultation with the IFI Marketing team: creation of social media content, website content, delivery of the monthly programme by post and email, expiry notifications, membership newsletters & invitations to events.



- Work alongside the IFI Head of Development & Fundraising and IFI Development Officer to research, develop, and manage different fundraising strategies and campaigns to meet monthly and quarterly targets.
- Research and develop strategies to improve the membership experience for IFI Members and IFI Friends.
- Assist with creating/writing persuasive donor fundraising appeals, acknowledgement letters, etc.
- Event management of special IFI Membership and Fundraising events such as monthly Members' preview screenings, Archive Tours, receptions which may occur onsite or online.
- Liaise with other departments and external stakeholders to confirm and deliver the requirements of each event.
- Assist in ticketing allocation & RSVP requests from funders, sponsors, and partners for festival screenings and other events.
- Circulate Digital Platforms promotional codes to Members, Friends and key external partners when required.
- Work closely with the IFI Finance team to monitor recurring and failed payments and other membership payment discrepancies.
- Maintain the integrity and accuracy of Membership and Fundraising databases while adhering to data protection regulations.

Box Office:

This role requires the IFI Membership Assistant to spend one day per week in Box Office to be front facing with our customers and to be familiar with our Box Office systems. In addition:

- Oversee and monitor membership transactions at Box Office.
- Develop staff manuals and scripts for all Box Office staff to use to promote and upsell membership schemes during all transactions.
- Assist with the adaptation of the Box Office system to meet the requirements of a direct marketing approach to membership.
- Responsible for membership upsells at the Box Office desk.
- Responsible for visibility of IFI Membership & IFI Friends collateral in all public areas.
- Work with IFI Box office Manager and Assistant Manager to engage and motivate all staff on the importance of promoting the schemes.
- Implement incentive schemes for Box Office membership sales.
- 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.

Candidate Requirements

The successful candidate will have:



- Previous experience in customer service, fundraising, membership and/or direct sales.
- A polite and courteous manner with outstanding interpersonal skills coupled with drive, motivation and enthusiasm.
- A natural capacity to develop relationships with a wide range of audiences.
- Have a strong understanding of Fundraising, Sales, Marketing and Customer care.
- A proven ability to work under pressure and meet coinciding deadlines.
- Excellent attention to detail coupled with a methodical and organised approach to office administration.
- Creative thinker and problem-solver with an ability to work independently, but most importantly as a team.
- Advanced Microsoft Office (Outlook, Word, Excel)
- Experience with email marketing tools (Mailchimp) and CRM, Donor Management or Box Office Systems desirable
- Passion for film and interest in promoting arts and culture is highly desirable.

Application Process

- This role is offered as a two-year fixed term contract.
- Contract Part time, 32 hours per week
- Rate of pay: €21,347 annually
- Please email letter of application with CV to jobs@irishfilm.ie by 5pm, Friday, September 22nd 2023.

The IFI is an Equal Opportunities Employer and welcomes applications from all sections of the community.