

Museum of Contemporary Art Australia Membership Manager



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MCA Ambassador Lounge, 2022, photograph: Jacquie Manning



MCA Next members and guests at the Museum of Contemporary Art Australia, 2023, photographs: Jacquie Manning

Background Information

The Museum of Contemporary Art Australia (MCA) is Australia's only public museum dedicated to contemporary art. The MCA presents, collects and engages with the art of now.

Guided by the principles of belonging, connection and influence, we aim to be the defining platform for contemporary art and ideas in Australia and beyond. Located on Sydney Harbour at Tallawoladah, a home to stories, art and culture for over 65,000 years, the MCA contributes to the continuity of culture on our site.

We connect the widest possible public to contemporary art through our Collection, exhibitions, events, creative learning and access programs. Our evolving Collection of over 4,500 artworks is the only public collection in Australia dedicated to the work of living artists, with over a third represented by Aboriginal and Torres Strait Islander artists.

As an independent, not-for-profit organisation, the MCA raises over 80% of its revenue each year through donations and commercial activities to deliver its artistic and engagement programs.

MCA Membership

MCA Membership is a passport to discover the Museum from a fresh perspective. Members receive year-round benefits, including free entry to ticketed exhibitions, behind-the-scenes access, discounts at the MCA Cafe and MCA Store, reciprocal benefits at interstate art galleries, special events and much more.

We are supported by a loyal community of some 2800 members who continue to enjoy the association with the MCA. We have recently engaged a consultant to develop a new growth strategy for the Membership Program, with a view to building on the diversity and size of the member community, ensuring the retention of current members but also defining opportunities and strategies for acquiring new members. The Membership Manager will be tasked with implementing this new strategy.



MCA Membership event, Tarek Atoui Waters' Witness. 2024, installation view, photograph: Jacquie Manning



MCA Next members and guests at the Museum of Contemporary Art Australia, 2023, photographs: Jacquie Manning

Working at the MCA

This is an excellent time to be joining the MCA as it enters its fourth decade with a new vision to be the defining platform for contemporary art and ideas in Australia and beyond.

The MCA is committed to equal opportunity and diversity. The MCA promotes a work environment that is free from discrimination and harassment, and where individuals are treated with fairness, equality, and dignity. Find out more about the MCA.

For further information please visit
<https://www.mca.com.au/>

To view the latest annual report:
https://www.mca.com.au/files/documents/MCA_AnnualReport_2022.pdf

The Role

Job Title

Membership Manager

Location

Sydney, Australia

Term

Full time, permanent

Reports to

Director of Development

Direct Reports

Membership Coordinator

Key Relationships

- Director of Development
- Head of Philanthropy
- Head of Corporate Partnerships
- Events Manager
- Public Engagement Manager

Purpose

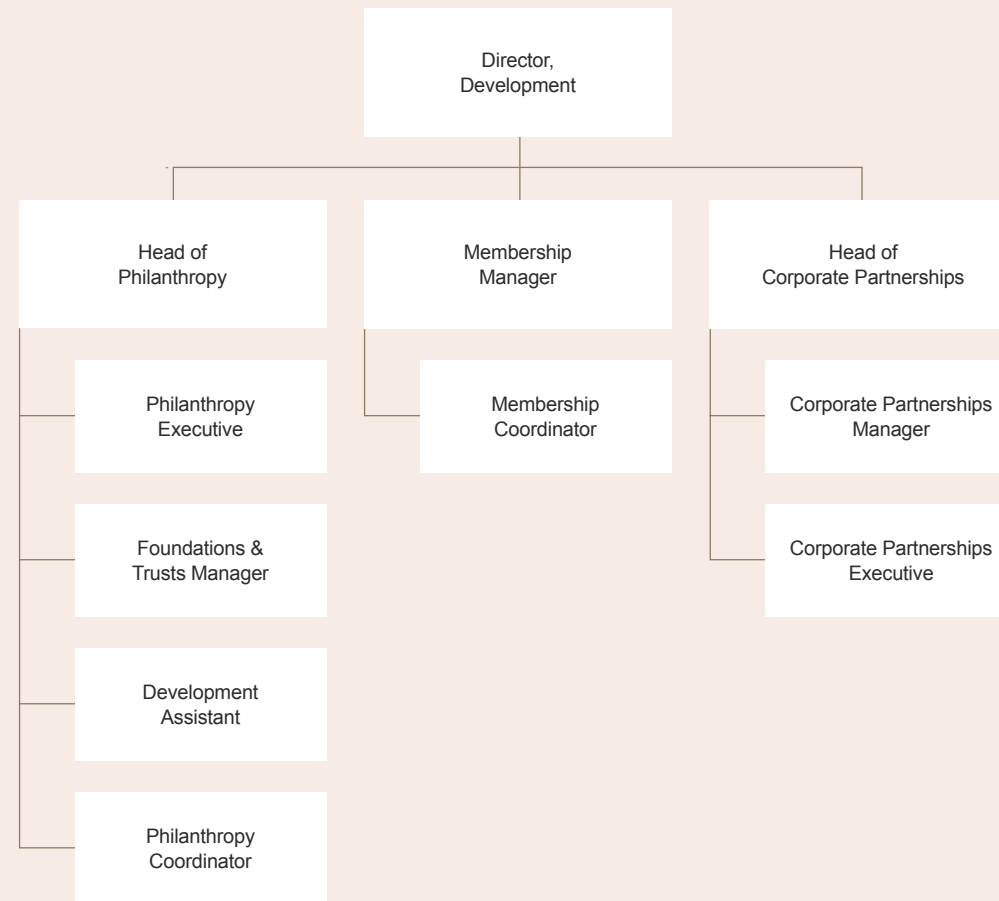
We are seeking a dynamic, energetic individual, to be responsible for the MCA's Membership program, including the implementation of its new growth strategy. The role works within the Development team, working closely with the Corporate Partnerships and Philanthropy teams, as the hub for all marketing and communication activity across the membership base, liaising with key stakeholders for all related events, programs and exhibitions.

In collaboration with other MCA departments, the role ensures that programs and events related to membership run smoothly and efficiently and that the Museum maximises the opportunities presented by both the curatorial program and the building's iconic location.



MCA Next members and guests at the Museum of Contemporary Art Australia, 2023, photographs: Jacquie Manning

Development Department Organisation Chart



Key Criteria for Success

After 12 months, the successful candidate will have:

- Gained an understanding of the new strategy for the Membership Program, have worked with internal stakeholders to strengthen the membership model and have implemented some aspects of the strategy.
- Established themselves as a key member of the Development and broader MCA team, building strong internal working relationships across the Museum.
- Begun to build and continued to steward relationships with current Members.



MCA Next members and guests at the Museum of Contemporary Art Australia, 2023, photographs: Jacquie Manning

Key Responsibilities

Membership Program Activity:

- Implement a strategy for cost-effective acquisition, retention, reactivation, upgrading, and stewardship of MCA Members.
- Develop a program of creative, compelling events for members, to encompass a range of private, ticketed and offsite events.
- Implement a marketing and communication strategy and materials (including presentations, website and in-Museum collateral and social media activations) to attract and retain members.
- Devise effective sales strategies for increasing membership, including strategies for encouraging members to engage at higher levels, where appropriate.
- Regularly evaluate the Museum's Membership program, reporting findings to the Director of Development.
- Monitor expenditure within budgetary frameworks.
- Provide a superior level of customer service and relationship management for all Members.

- Guide and supervise the work of the Membership Coordinator.

Stakeholder Management

- Liaise with the MCA's internal Events Manager to scope and ascertain catering, staffing and logistical requirements for all Membership events.
- Liaise with the Public Engagement Manager on delivery, marketing, ticketing & website, and all logistics of cross-divisional events for the Program.
- Contribute to other corporate partnerships and philanthropy activities as required.

Some work out of normal hours (9am–5.30pm) will be required to cover the MCA's events and programs.

General Requirements

We require all our employees to:

- Demonstrate support for innovation and for organisational changes required to ensure the MCA accomplishes its strategic aim and objectives.
- Work cooperatively with others to produce innovative solutions and recognise the merits of diverse perspectives and the ideas of others.
- Demonstrate commitment to, and knowledge of, the principles and application of equal employment opportunities and anti-discrimination legislation in the workplace.
- Work in accordance with the principles of equity, access and fairness; respect and follow Safety work practices and procedures; work with due care and consideration to safeguard your own health and safety and the health and safety of others.



MCA Next members and guests at the Museum of Contemporary Art Australia, 2023, photographs: Jacquie Manning

Person Specification

Qualifications

- Qualifications in marketing, sales, business or communications or equivalent relevant experience.

Experience and knowledge

Essential

- 3-5 years' experience of successful management or coordination of membership/loyalty programs, ideally within the arts, cultural or not-for-profit sector.
- Proven track record of setting and achieving goals and targets with a sales-led approach to customer engagement.
- Experience in financial forecasting and budget management.
- Previous experience organising successful events, including sourcing fundraising collateral and coordinating volunteers.
- Experience using Excel, Word, PowerPoint, CRM databases, ticketing systems and Outlook.

Desirable

- A background or interest in contemporary art and/or culture.
- Previous experience in sales.
- Experience/knowledge of CRM or fundraising databases.



MCA Next members and guests at the Museum of Contemporary Art Australia, 2023, photographs: Jacquie Manning

Skills and abilities

- Solid project management skills, using well developed time management and excellent planning and organisational skills, with a flexible attitude to changing priorities.
- Solid administration skills with strong attention to detail.
- High level communications skills, both written and verbal.
- Strong interpersonal and negotiation skills with a persuasive manner.
- Confident presentation skills.
- Exceptional customer service skills.
- A demonstrated commitment to diversity and inclusion, the principles and application of Equal Employment Opportunities, Anti-discrimination legislation and Workplace Health and Safety legislation in the workplace.

Personal Attributes

- A flexible and creative approach.
- Ability to work cooperatively in a team environment.
- An analytical mind.
- An interest in the Museum's objective of promoting the work of living artists and making contemporary art accessible to broad audiences, through the imaginative and creative presentation of exhibitions and programs on contemporary visual culture.

The MCA encourages applications from Aboriginal and Torres Strait Islander people, people with disability, and people from diverse cultures. The MCA acknowledges the enormous contribution Aboriginal and Torres Strait Islander artists, staff, educators, arts professionals, and guests have made to the fabric of the museum since its inception. Contemporary Aboriginal and Torres Strait Islander art practice has long been central to MCA collection and exhibition programs.

Next steps

Terms

To discuss salary parameters please call **Judith Marks**, Senior Consultant, or **Julie Baker**, Consultant, Richmond Associates, Australia Office.

Salary package includes:

- Annual leave: 4 weeks
- Personal leave: 10 days
- Superannuation: 11% super payments (in accordance with the Superannuation Guarantee (Administration) Act 1992).

Benefits of working with the MCA include but are not limited to the below, as per the MCA's Policies and Procedures:

- Flexible Working Arrangements
- Employee Assistance Program
- Paid Parental Leave (Primary and secondary caregivers, adoption, and foster parents)
- Time Off In Lieu (TOIL)
- Study Leave
- Additional accruals to Long Service Leave
- Free Entry to Paid Exhibitions
- Museum Day (Additional Public Holiday)
- Birthday Day Off (Additional day of Paid Leave)
- January 26 (Flexible Public Holiday)
- Free Flu Vaccination Program
- Exhibition Pre-Views (Curatorial Walkthroughs)

How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter (up to 2 pages) that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Judith Marks, Senior Consultant and Julie Baker, Consultant at Richmond Associates Australia Office.

First and second round panel interviews with MCA will take place at the **end of May/early June 2024**.

Closing date for applications is Friday 17 May 2024

Please send your application to Julie Baker, Consultant:

✉ info@richmond-associates.com
☎ +61 2 8218 2185