



Crafts Council is Recruiting

Membership Manager Parental Cover

Fixed term (Full-time)

JOB DESCRIPTION

Job Title – Membership Manager, Parental Cover

Contract and Hours – Fixed term until end of December 2027

Full-time, 36.25 hours per week. Role to commence from January 2027 onwards

A typical working day is 9.15-5.30pm, including a lunch break (unpaid). We support flexible working and part-time arrangements where it is appropriate for the role.

We promote hybrid working with three days per week worked at our office and gallery for full-time staff, and two days per week office and gallery working for part-time staff.

Wednesday is a whole team office and gallery day when staff meetings take place.

Salary – £30,000 to £40,000 gross per annum, dependent on experience and based on full-time working (pro rata for part-time / annualised working).

Location - Crafts Council Office and Gallery is based on the Pentonville Road in Islington, London, with some hybrid / home working.

Period of role - Fixed term from January 2027 until December 2027.
(Subject to possible change)

Reporting to – Senior Communities and Memberships Manager.

Working Closely With – Sector Support Manager, Memberships Producer, Freelance Associate Editor, Senior Salesforce Administrator, and other Freelance contributors.

Join Us

Crafts Council is the national charity for craft. We believe craft has the power to transform lives; enriching everyday experience, inspiring creativity, strengthening communities and expanding opportunity.

Craft matters. It connects people to materials, skills, creativity and culture. It shapes how we live, make and imagine the future.



At Crafts Council, we champion craft and the people who make it. We support makers at every stage of their journey; from young people discovering craft for the first time to established makers building sustainable creative businesses. Community sits at the heart of our work.

About the Role

The Membership Manager leads the development and delivery of a compelling membership offer, using member insight and forward planning to ensure it remains relevant, valuable and sustainable.

The role will plan ahead, identify opportunities to strengthen and grow the offer, translating strategic priorities into an effective programme of member communications, events and benefits.

Working closely with colleagues, the role is responsible for membership retention and growth, and delivering a seamless member experience. The postholder will confidently use and oversee our membership and customer relationship management platforms to maintain accurate, GDPR-compliant data, improve processes, monitor performance and support informed decision-making.

We are looking for someone with strong experience of managing and growing a customer base through membership, subscription, ticketing or a similar model. You will be comfortable learning and using digital membership platforms, managing customer interactions and print delivery, and developing institutional subscriptions with universities and libraries.

Role Objectives

This postholder will:

- Manage the Craft Council's membership project, ensuring targets for retention and growth are met
- Understand and improve members engagement with all aspects of their membership, ensuring a continued positive experience through excellent customer service
- Work with colleagues to strengthen existing and develop new regional partnerships to deliver high quality and unique experiences for members that increase visibility and awareness of partners and Crafts Council

Core Responsibilities

- Take responsibility for the management of the Crafts Council Membership offer



- Devise and manage a broad programme of events, opportunities and offers that respond to feedback and provide unexpected and inspirational content, making our membership offer a 'must have' for craft makers and the wider craft community
- The programme will reflect Crafts Council's core principles of equity, diversity and inclusion and environmental responsibility
- Actively engage with members to build and strengthen a strong sense of community. Your interaction with people will create welcome and ensure we are meeting a range of access requirements
- Manage the membership budget, ensuring that expenditure is well planned and monitored
- Working with colleagues, and drawing on data, devise and deliver recruitment strategies that increase membership and engagement with our services, including marketing strategies, incentive schemes and promotions to retain and grow memberships
- Identify and implement customer journey improvements using Salesforce and other tools. Maintain accurate detail on each member's status for nurturing, retargeting and fulfilment
- Devise key metrics, outputs and outcomes targets and capture through an evaluation methodology that delivers against Crafts Council's Impact Framework
- Provide regular evaluation of membership through regular reports that synchronise data from platforms to present an accurate picture of retention, growth and churn
- Improve processes to report on the impact of services and connected opportunities. Present these reports regularly to project team
- Working closely with Sector Support Manager to strengthen and develop regional partnerships, particularly with Craft UK members, so that opportunities can be shared with members, or new events can be co-designed providing benefit for all
- Work with marketing and communication colleagues and freelancers to deliver marketing campaigns for growth, targeting underserved audiences and analysing impact of communications
- Oversee communications strategies for promotion with existing, expiring and lapsed members, including renewal and retention communications, and dealing with membership queries and complaints whilst ensuring consistency of message, brand and tone of voice
- Improve team understanding of and skills with data handling, storage, processing, sharing, checking and GDPR compliance
- Be an ambassador for the Crafts Council and represent it at appropriate events
- Providing line management if required, alongside wider team support
- Undertake any other duty which may be reasonably allocated.

Who We're Looking For

We are looking for someone who will bring solid experience of customer service delivery and management with knowledge and understanding of GDPR legislation and data management, alongside a track record of meeting



performance targets with the confidence and ability to proactively take the lead on your area of work.

You do not need experience of working in a cultural organisation to apply. We are looking for someone who is personable, with a proactive, clear and effective communication style. You will be an active community builder with the ability to connect with and engage a diverse range of people.

Values

You will demonstrate alignment with Crafts Council's values:

- Pioneering – exploring new ideas and possibilities
- Open – welcoming diverse perspectives and voices
- Playful – embracing curiosity and creativity
- Active – making things happen
- Collaborative – working together to achieve more

General

You will:

- Champion our values of being pioneering, open, playful, active and collaborative
- Understand the importance of equity, diversity and inclusion in the workplace and be committed to accessibility and social justice
- Work collaboratively across teams and with external partners
- Contribute to our organisational impact framework supporting makers of today, makers of tomorrow and changemakers
- Work within Crafts Council policies and procedures including Equal Opportunities, Health and Safety, Safeguarding and GDPR
- Undertake any duties reasonably required for the role

How to Apply

To complete your online application, please use the following link

[Job Openings - Membership Manager, Parental Cover](#)

As part of the application process, you will be asked to provide the following information:

- A copy of your current CV
- Your interest in this position and working for us
- Your relevant knowledge, skills and experience
- Your interests, qualities and values



We will happily accept a recorded statement (video or audio) which can be sent to recruitment@craftscouncil.org.uk.

Please email recruitment@craftscouncil.org.uk if you have any questions, or to request information in an alternative format. Please let us know if you would like to arrange for an informal conversation prior to making an application.

- Deadline for applications: 12 noon 6th November 2026.
- In Person / Online interviews: Week commencing 16th November 2026.
- Location: CC Office, Islington, London

Please complete our anonymised Equal Opportunities Monitoring Form [here](#).

We use this information to monitor and improve how we are doing to attract the best talent that is representative of the UK population, and to help us report our progress to our supporters.

To apply for this role, you will be eligible to work in the UK. Any offers of employment will be subject to securing two satisfactory references and proof of right to work. We regret that we are not currently a sponsoring organisation.

Equality, Diversity and Inclusion

As a small but dedicated team, we are committed to being open, welcoming and inclusive for all. We aim to support you throughout your time with us and including during this recruitment process. Please let us know how we can best support you and we will do our very best to make that happen.

On joining us we will continue to work with you to ensure your needs are met to help you thrive at work. You are very welcome to contact our HR team via recruitment@craftscouncil.org.uk for further support and we will always be happy to talk through any questions or requests you may have.

Discover more about our equality, diversity and inclusion strategy and plan [here](#).

Our Employee Benefits

We offer a flexible, friendly and supportive working environment, with a range of benefits and opportunities to help you develop within and beyond your role.

Our employment benefits include:

- 7% Employer and 3% employee pension contribution*



- Flexible and hybrid working for staff, where possible for role
- 25 days annual leave plus bank holidays per year, pro rata for part time staff
- Discretionary additional paid leave between Christmas and New Year
- Enhanced Company Sick Pay offering up to 65 days basic pay in any rolling 12-month period.
- Competitive Maternity, Paternity and Shared Parental Leave policy
- Home life leave
- Regular training opportunities and personal learning time
- House moving day.
- Employee Assistance Programme including in-person counselling.
- Interest free Season Ticket Loans and Cycle to Work scheme.

* Our pension scheme includes generous employer contributions. If you contribute 3%, we will contribute 7% of qualifying earnings, as defined by the pensions regulator. Staff whose earnings are over £833 per month will be auto enrolled after 3 months, but you will be able to opt into the scheme earlier than this if you wish, or if your earnings are under this level.

Discover more about Crafts Council [here](#).