

March 2025

Thank you for your interest in the post of **Head of Membership**.

This pack includes:

- Information [about PiPA](#)
- The [job description](#)
- [How to apply](#)

### **Accessibility / accessible formats**

**THIS PACK IS AVAILABLE IN THE FOLLOWING ACCESSIBLE FORMATS:**

- **Word**
- **Large Print (Word & PDF)**
- **Audio file**
- **EPuB**

### **ABOUT PiPA**

PiPA is a registered charity and an Arts Council England (ACE) Investment Principles Support Organisation (IPSO) that changes the landscape for parents and carers in the performing arts.

We are a change-making membership organisation. We do this by empowering our members (around 80 cultural organisations) to become more family-friendly employers and publishing cutting-edge research.

We work with organisations of all sizes and remits, across music, theatre, dance and opera, in England, Scotland and Wales.

Key research publications include: [Balancing Act 2024](#); [Dance Research 2024](#); [Bittersweet Symphony 2023](#); [Backstage Workforce Report 2020](#); [Balancing Act 2019](#)

2025 marks ten years since the start of PiPA – so you'll be joining us a time of celebration and future-forward plans

### **PiPA's Values**

PiPA believes that a truly world class performing arts is inclusive of all talents and circumstances. Our values are to:

#### **EMPOWER**

We respect and value what everyone brings to PiPA.

#### **COLLABORATE**

We work together to strengthen the voices of parents & carers.

#### **TRANSFORM**

We encourage a new mindset, that parents and carers enrich the performing arts.

## **AMPLIFY**

We show what's possible by amplifying the successes of our partner organisations.

## JOB DESCRIPTION

**Job Title:**        **Head of Membership**

**Reporting to:**        Co-CEO & Creative Director

**Manager responsibilities:**        This role will manage PiPA's Development & Relationship Manager(s)

*This role is part of PiPA's senior leadership team (alongside the Co-CEOs, Head of Marketing & Communications, and Head of Operations)*

**Key Working Relationships:**        **Internal:** Co-CEOs, Head of Marketing & Communications, Head of Operations, Administrator, Development & Relationship Managers, Digital Community Manager

**External:** PiPA stakeholders, members and partners, industry unions, industry employers, performing arts freelance community, performing arts workforce, press, website, CRM and digital service providers

## MAIN PURPOSE OF THE POST

The Head of Membership is a new role who will lead PiPA's work with employers, maintaining and increasing

membership rates making the performing arts industry more inclusive and accessible for parents and carers.

You will be responsible for leading the Membership team – you'll develop and deliver a growth strategy to increase PiPA Charter sign-ups, as well as optimising and delivering PiPA's offer to performing arts employers across Theatre, Dance and Music.

You will bring innovative ideas, and the drive to deliver them, maintaining accountability for optimising CRM workflows, pipeline processes and reporting mechanisms. You will play a key role in developing our membership offer, attracting new communities, and providing services to our growing member network, ensuring retention.

A key aspect of this role is to embed our new Equity, Diversity, Inclusion and Belonging (EDIB) strategy into our members offer, fostering partnerships with organisations working and leading in the field of disability, Global majority and anti-racism, taking an intersectional approach to developing resources for the wider member network.

***Please Note:*** *This job description is not intended to be prescriptive or exhaustive; it is issued as a framework to outline areas of responsibility*

## **KEY RESPONSIBILITIES**

## **PiPA Membership**

- Develop and implement a membership strategy to drive growth and retention
- Oversee the full membership journey, from first contact to long-term retention, using our CRM and membership platform
- Drive new member sign-ups across the performing arts sector while nurturing relationships with current members
- Work with the Development & Relationship Managers team to provide an engaging membership experience that drives conversions and retention, ensuring that targets are met
- Collaborate with Head of Communications and team to deliver strategies that boost lead generation, membership growth, and programme engagement, through all PiPA key comms moments, specifically during PiPA's 10<sup>th</sup> anniversary celebrations.
- Optimise membership processes and reporting, utilising the CRM and other tools to track and report on activity, engagement, and impact

## **Service Delivery**

- Lead the strategic development of PiPA's member offers, embedding an intersectional and anti-racist approach throughout
- Support the delivery of PiPA services to performing arts employers, offering insights and guidance to increase impact

- Provide consultancy and best practice advice to members
- Identify opportunities to highlight members' achievements to share with the wider network
- Monitor and evaluate members engagement and impact of our services, tracking data in PiPA's CRM and other digital tools
- Collaborate with the Head of Communications on the development of our new members platform, assisting with system integration and optimisation.
- Plan and deliver an annual schedule of engagement and learning events and webinars
- Brief on content for PiPA's marketing channels to keep leads as well as members informed and inspired
- Keep abreast on industry developments, legislation, and market trends, sharing insights as needed

## **Relationship Management**

- Build and maintain strong relationships with senior leaders to ensure membership retention
- Engage new partners, focusing on organisations leading in disability, global majority, and anti-racism work
- Identify opportunities to create resources and learning that support the intersectionality of caring responsibilities and other protected characteristics
- Lead on strategy to develop new partnerships and meet income targets and KPIs using CRM data
- Manage impact measurement, evaluation, and funding reports as needed

## **General duties:**

- Advocate for PiPA, its values, aims, and activity
- Proactively networking at industry events and public speaking opportunities to build new relationships
- Follow all PiPA policies and contribute to our culture
- Maximise income and work within the allocated budget, maintaining high-quality work to boost PiPA's reputation
- Participate in company meetings both online and in person
- Deputise for the Creative Director on occasion
- Carry out other reasonable duties, as required

## **PERSON SPECIFICATION**

### **Essential criteria**

We are looking for the following **essential criteria** and will use this list to shortlist applicants. We want to hear from applicants who have experience in the below areas or in comparable fields, and encourage you to demonstrate your transferable skills:

- At least five years of relevant professional experience with management experience
- Experience in earned income generation, e.g. through services, products, sales, or memberships
- Proven ability to establish effective relationships with clients, partners, or stakeholders, managing expectations, provide ongoing support, and resolve any issues proactively



- Experience of, and passion for, inclusion with an understanding of anti-racism and intersectionality

### **How to enhance your application**

The following experience, knowledge, skills, and personal attributes would **enhance an application** for the post:

- Experienced in growing memberships
- Experience of using a CRM system and/or managing membership platforms
- An understanding of the importance of membership and community in today's political, funding and social landscape
- An understanding of the performing arts sector and PiPA's community – you'll have a real interest and belief in the work we do
- Informed on industry trends, legislation, and developments
- Proactive in leading the charge for a more inclusive and flexible working environment in the performing arts

### **Personal attributes**

- A change-maker and advocate for PiPA's [Values \(Empower, Collaborate, Transform, Amplify\)](#)
- A collaborator who can also work independently to drive projects forward
- Experience of remote work, or a desire to successfully work remotely
- Open to new ways of thinking and doing things differently

- A strong communicator, both verbally and in writing, and comfortable working across sectors, or departments

## **TERMS AND CONDITIONS**

**Contract type:** Part-time, permanent contract

**Location:** Remote, home working

There is the possibility of hybrid working in a hot desk system in Sheffield, or potentially in other areas depending on partner organisations and space availability.

Some travel across the UK will be required, for events, face-to-face meetings, and PiPA team days. This could be up to once a month but more likely once a quarter. Related travel expenses and overnight stays will be covered by PiPA

**Salary:** £40,000 per annum, pro rata

**Hours of Work:** 21-28 hours per week, self-managed, and flexible. Monday is our core day when all the team are online.

*Please let us know your preferred working hours in your application.*

**Holidays:** 38 days annual leave (inclusive of Bank/Public holidays and 2 days closure at Christmas), pro-rated to hours worked

**Start date:** Earliest July, to be discussed with the successful candidate

**Pension:** NEST pension scheme, 5% employer contribution

**Other Benefits:**

- Supported flexibility of working hours from Day 1 of employment (our conversations with you around your working pattern and flexibility start before your first day)
- Laptop, technical equipment and IT support provided
- Employee Assistance Programme

## HOW TO APPLY FOR THE POST

Our process takes 3 steps:

1. Create a profile
2. Upload a CV and a Supporting Statement
3. Submit your monitoring info

***Please note:*** at PiPA we understand and respect that people have career gaps for many different reasons (for example, family circumstances, caring responsibilities, sickness) and believe that many invaluable and transferable skills can be developed during a career break. Please don't let a gap in your employment history prevent you from applying for this position.

### **The process in more detail**

1. **Create a profile** and enter your details on our online platform - <https://hr.breathehr.com/v/head-of-membership-39397>

When submitting your application form via our website, please ensure your **full name** is part of the file name of the document you upload.

**Please note: once you have finished your application you have 24 hours within which you can edit it or upload additional documents.**

If you need to change or add anything after 24 hours, please don't worry, we can do that from our end. Just contact us at [recruitment@pipacampaign.com](mailto:recruitment@pipacampaign.com) and we can help you.

## 2. Upload your **CV** and a **Supporting Statement**

In your Supporting Statement, explain why you are interested in this role and how your experience and skills match the essential criteria in the person specification on the job description (found [above](#)), giving specific examples, as appropriate.

Supporting statements can be submitted in the following formats:

- **Written** – should be no more than 2 pages
- **Video** – no longer than 5 minutes, unless longer is needed to meet your access needs. **We welcome application videos in BSL**
- **Audio** – no longer than 5 minutes, unless longer is needed to meet your access needs

If you have difficulties uploading your application, you can email a copy to [recruitment@pipacampaign.com](mailto:recruitment@pipacampaign.com).

## 3. Complete the equality and diversity **monitoring form** via this link: [PiPA Monitoring Form](#)

We gather equal and diversity monitoring information from our job applicants. We do this so that we can see who we're reaching, how we're reaching them, and if we're reaching far and wide enough in an accessible and inclusive way.

Additionally, if you feel it would be useful for us to look at an access statement you have already created, please feel free to attach that with your Supporting Statement.

***Please note:***

*All monitoring form discussions are kept strictly confidential, and the contents do not form part of the recruitment process.*

You can read our recruitment FAQ's in a resource we've shared on our recruitment page – [Work with Us](#)

**The deadline**

**Application deadline is Monday 28<sup>th</sup> April 2025, 11:00**

*Applications received after 11:00 on the deadline date will not be accepted.*

We look forward to receiving your application and thank you for your interest in working with PiPA.

**Interview dates**

We are intending to carry out initial interviews in the week commencing **5<sup>th</sup> May 2025**.

If you need any information in a different or more accessible format that we might not have thought of, please don't hesitate to contact us at [recruitment@pipacampaign.com](mailto:recruitment@pipacampaign.com).

You can let us know about anything you might need should you get called for interview (e.g. interpreters, information in different formats, information in advance etc.).

We are keen to hear from people from underrepresented groups in the performing arts (including people from **the global majority; those who identify as D/deaf & Disabled people**; people who are from **lower socio-economic backgrounds**; and/or people with **caring responsibilities**, or any other **under-represented backgrounds** in the performing arts sector.) Click [here](#) for more information about our work on Equality, Diversity, Inclusion and Belonging and download our '*Equality, Diversity, Inclusion and Belonging at PiPA*' statement.

We are happy to make reasonable adjustments.



PiPA is committed to attracting, supporting, and retaining a diverse and flexible workforce.

**End of document.**