

## Job Description

### Memberships and Partnerships Executive

The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

#### Development Team

|                       |                                                                                                                                                                                                                        |
|-----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Post:                 | Memberships and Partnerships Executive (can be full time, part time or term-time only)                                                                                                                                 |
| Salary:               | £27,000 per annum FTE                                                                                                                                                                                                  |
| Contract:             | Full time or Part-time. Minimum hours of 22.5 hours per week.                                                                                                                                                          |
| Reporting to:         | Head of Fundraising                                                                                                                                                                                                    |
| Working closely with: | Development team and relevant members of the Senior Leadership team (SLT).                                                                                                                                             |
| Hours:                | This role is being offered on a full time, part time or term-time only basis, to suit the right candidate. You will be required to work flexibly for events, which may include occasional evening and weekend working. |

#### Purpose of the Job:

We are recruiting for a Memberships and Partnerships Executive who will play a key role in growing philanthropic and corporate support for Elmhurst Ballet School.

The role will focus on stewarding and increasing membership enrolments, strengthening retention, securing new corporate partnership opportunities and providing administration support to underpin the Elmhurst's membership and partnership pipelines.

As part of the Development Team, you will champion excellent member and partner relationships, drive income growth, and contribute to the wider success of our fundraising strategy. This is an exciting opportunity to join a dynamic team.

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## CORE VALUES

CARING

INCLUSIVE

INSPIRING

DYNAMIC

COURAGEOUS

PROUD

## Accountabilities:

## Main Duties:

### Membership Engagement and Growth

- Act as the first point of contact for all Elmhurst Ballet School members across Friends of Elmhurst, 500 Club, Alumni, and Legacy groups, providing exceptional customer service and fostering a strong sense of community and loyalty.
- Develop and deliver a targeted annual membership growth plan, with a clear focus on achieving agreed income generation targets.
- Proactively drive new member acquisition through networking with local businesses, community groups and stakeholders to identify and convert prospective supporters.
- Manage the full membership journey, ensuring a seamless experience from onboarding through to renewal, including processing payments, issuing welcome communications and membership packs, and offering timely renewal prompts.
- Utilise the CRM database to maintain accurate, GDPR-compliant member records, monitor engagement, analyse trends, and segment audiences for personalised communication and stewardship activities.
- Work closely with the Marketing Team to develop and deliver integrated membership communications, including newsletters, e-campaigns, and targeted promotional materials.
- Support and facilitate the school's annual programme of engagement activities, such as member-exclusive events, behind-the-scenes opportunities, and recognition initiatives to enhance the member experience and increase retention.
- Regularly monitor, report, and evaluate membership KPIs and donor data. Identifying opportunities to optimise performance and recommending strategic improvements.
- Attend key school performances, alumni gatherings, and fundraising events, acting as an ambassador to promote the benefits of membership and drive sign-ups.
- Build a strong culture of member stewardship, ensuring all members feel valued, connected, and motivated to continue their support.

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## Sponsorship and Corporate Partnerships

- Work with the Head of Fundraising to deliver a proactive corporate sponsorship programme.
- Research, approach, and cultivate relationships with prospective and existing corporate partners.
- Achieve agreed income targets through securing sponsorship deals and growing corporate involvement.
- Deliver outstanding stewardship to corporate sponsors, ensuring obligations are fulfilled and relationships nurtured.
- Securing sponsorship for the school's annual summer gala.

## Cross-Departmental Collaboration

- Work closely with the Development and Senior Leadership teams to align activities with Elmhurst's strategic goals.
- Promote a culture of philanthropy and engagement across the school community.

## General

1. Attend and participate in staff and working group meetings and training as appropriate.
2. Adhere to and work within Elmhurst School practices and policies including those relating to Equal Opportunities.
3. Always follow Elmhurst's Code of Professional Expectations and Practice.
4. Ensure that health and safety procedures are observed in your designated areas.

Any other duties as may reasonably be required and that fall within the scope and range of the job.

*This job description is subject to change at the discretion of the Principal.*

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| Person Specification:                                                                                                                                         |                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                          |                                                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. |                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                          |                                                          |
|                                                                                                                                                               | <b>Essential</b><br>These are qualities without which the Applicant could not be appointed                                                                                                                                                                                                        | <b>Desirable</b><br>These are extra qualities which can be used to choose between applicants who meet all of the essential criteria                                                                                                      | <b>Method of assessment</b>                              |
| <b>Qualifications</b>                                                                                                                                         | Good general education appropriate to the post.                                                                                                                                                                                                                                                   | Educational background in dance or ballet.                                                                                                                                                                                               | Certificates                                             |
| <b>Stakeholder Focus</b>                                                                                                                                      | Demonstrable understanding of Elmhurst as an organisation, school vision and needs.<br>Ability to communicate and collaborate with people at all levels.<br>Polite and professional.                                                                                                              |                                                                                                                                                                                                                                          | Application form<br>Interview<br>Professional References |
| <b>Knowledge &amp; Experience</b>                                                                                                                             | Prior experience in a fundraising, sales or business development environment or project, in either a paid or voluntary capacity.<br>Proven ability to work towards and achieve targets.<br>Knowledge of the function of membership schemes and the value of corporate partnerships.               | Excellent communication and relationship-building skills.<br>Knowledge of fundraising regulations and GDPR best practices.<br>Experience using CRM and Digital Marketing platforms.<br>Experience with copywriting, or event management. | Application Form<br>Interview<br>Professional references |
| <b>Skills</b>                                                                                                                                                 | Strong administrative and process management skills.<br>Excellent communication and relationship-building skills.<br>Strong organisational skills with an ability to multi-task, prioritise and meet multiple deadlines.<br>Excellent communicator, who can work with stakeholders at all levels. | Familiarity with CRM systems (e.g. Beacon) and data management.                                                                                                                                                                          | Application Form<br>Interview<br>Professional references |
| <b>Innovation</b>                                                                                                                                             | Results driven.<br>Solutions focused attitude.<br>Creative approach to support engagement campaigns.                                                                                                                                                                                              |                                                                                                                                                                                                                                          | Interview<br>Application From<br>Professional References |

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|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------------------------------------------|
| <b>Personal competencies and qualities</b> | Sympathetic to the ethos of the School<br>High level of personal integrity<br>Engaging<br>Flexible and adaptable to changing priorities<br>Well-presented & personable<br>Genuine enthusiasm and the ability to work well within a wider staff team.<br>Creative flair | Passion for arts, dance, and education. | Application Form<br>Interview<br>Professional references |
|--------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|----------------------------------------------------------|

In common with all employees of the school, the post-holder will be expected to share the:  
Motivation to work with children and young people  
Ability to form and maintain appropriate relationships and personal boundaries with children and young people

## CORE VALUES



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## EQUAL OPPORTUNITIES POLICY STATEMENT

Elmhurst Ballet School serves a diverse body of young people from different communities, backgrounds and experiences, brought together by their love and commitment to dance, their talent and their work ethic. It is a core value of this school that dance is for everyone. In the same way, we deeply recognise the importance of a diverse staff, which enriches our school with different experiences, ideas and ways of thinking. We uphold that sense of belonging is a key part of wellbeing and believe also that a diverse staff increases a sense of belonging for our diverse student body.

We welcome applications from people of all backgrounds, ages, race, genders, sex, sexual orientation, family circumstances, and from all faiths or none. If you share our core values – caring, inclusive, inspiring, dynamic, courageous and proud – and you have the relevant experience and skills listed in our person specification – we want to hear from you! There is always more work to be done to make our school and workplace – and the wider world we all live in – more inclusive and more kind. We hope you can be part of this endeavour and that your own voice, experience and actions will build our knowledge even further.

We aim to ensure that all people with whom we work are valued for their contribution and are given the opportunity to realise their full potential within the organisation.

Elmhurst School believes that following a policy of equality of opportunity will benefit not only the individual but will also benefit and enrich the whole organisation.

### DISCLOSURE & BARRING SCHEME

This post is classed as having a high degree of contact with children or vulnerable adults and is exempt from the Rehabilitation of Offenders Act 1974. An enhanced disclosure will be sought through the Disclosure and Barring Scheme as part of our pre-employment checks.

### ADDITIONAL INFORMATION

The job holder is required to contribute to and support the overall aims and ethos of the school. All staff are required to participate in training and other learning activities, and in performance management and development as required by the schools' policies and practices.

The duties and responsibilities listed above are provisional. Further details may be supplied when the person is appointed. The post holder is expected to accept any reasonable alterations that may from time to time be necessary.

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