



The
 Fitzwilliam
 Museum
 CAMBRIDGE



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Membership and Individual Giving Coordinator

Salary: Grade 5

£30,805 - £35,116

Contract:

Permanent

Location:

Cambridge

Faculty / Department:

Fitzwilliam Museum

Responsible to:Katie Capper-Grundy -
Membership and Individual
Giving Manager**Working Pattern:**Full Time 36.5 hours
Monday – Friday

Purpose of the role

The Membership and Individual Giving Coordinator will play a key role in developing and delivering the Fitzwilliam Museum's membership and individual giving programmes, with a particular focus on the Friends scheme and optimising pathways to generating greater in-person and digital donations and support. This role is central to the Museum's objectives of delivering outstanding experiences for audiences, increasing our reach, engagement and loyalty, and growing philanthropic income. Contributing to the membership and individual giving strategy and managing the day-to-day operations of the Museum's refreshed and revitalised Friends scheme, the role holder will support the visibility and growth of the scheme and deliver excellent supporter experiences to maximise loyalty, retention and lifetime value. They will also develop and manage individual giving campaigns to drive regular and one-off donations from audiences in-person and digitally.

A diverse and highly collaborative role, the Membership and Individual Giving Coordinator will plan, develop and deliver Friends events and initiatives, work with colleagues in CRM, digital and brand on acquisition and retention campaigns and to produce bespoke digital content, communications and marketing materials, work with colleagues in visitor experience, box office, retail and catering to ensure membership upselling and individual giving is part of the visitor journey, and support pathways to further philanthropic giving. A key part of the role involves using tools including the Museum's CRM platform Tessitura to manage and analyse memberships and donation data – tracking performance against KPIs, identifying trends, opportunities for growth and generating insights to shape future strategy. The role holder will also collaborate with colleagues in CUDAR; Cambridge University's Development and Alumni Relations department on prospects and legacies, ensuring a consistent and joined-up supporter experience and that opportunities for further philanthropic support are identified and managed effectively and efficiently.



Main duties and responsibilities

1	Support the Membership and Individual Giving Lead in embedding the refreshed and revitalised Friends schemes and contribute to the membership and individual giving strategy acquisition, and retention plans, from insights and ideas to delivery and reporting. This will also include online and in-museum giving (cash drums and contactless donation boxes) regularly reviewing messaging and placement.
2	Day-to-day management and administration of the Friends scheme including financial tracking and reporting Stewarding enquires relating to events, annual subscriptions and Gift Aid. Oversee administrative tasks such as creating and managing supporter records, Gift Aid declarations, direct debits, mail outs and gift pledging. In collaboration with Membership Assistant.
3	Devise and implement recruitment and retention initiatives to deliver against KPIs and the membership and individual giving strategies across email, paid social, print, direct mail, digital and on-site. Plan, create and deliver an engaging and dynamic annual programme of Friends events and collaborate with curatorial, retail, catering, programming and digital teams to deliver added-value experiences.
4	Brief and manage the development of communications, campaigns, Friends materials, bespoke e-mails and content for Friends and donor segments, and ensure the supporter website pages are maintained in collaboration with colleagues in CRM, digital content and marketing.
5	Use Tessitura and other tools to generate regular analytics and reports on membership retention, growth, and individual giving sources. Collaborate with CRM and audience insight teams on segmentation and data analysis to uncover trends, insights, and opportunities for growth. Leverage both qualitative and quantitative data to deepen understanding of member behaviour and identify strategies to increase engagement and lifetime value. Manage Friends market research projects through external research agencies and alongside the CRM and audience insight team. Act as a Tessitura 'power user' and represent the Membership and Individual Giving team's perspective in any CRM and ticketing cross-organisation related projects/initiatives In collaboration with CUDAR colleagues regularly report on Legacy and Gift in Kind activity ensuring that Tessitura data is up to date and all potential Legacy givers are invited to appropriate Museum events.
6	Act as a membership champion, using advocacy to raise the profile of the Museum's supporter schemes internally. Liaise with box office and retail teams to ensure membership processing skills on Tessitura are regularly refreshed, and that all visitor experience colleagues feel skilled and confident in talking about the schemes and actively asking for donations.
7	Ensure all Friends' activity remains fully compliant with HMRC Gift Aid legislation and effectively research and communicate any subsequent changes.
8	Uphold the Museum's Working Together Agreement which fosters a collaborative, supportive working environment and seeks to serve a diverse audience. Keep up to date on membership, fundraising and philanthropy trends, issues and best practice, attending training, seminars and conferences as required. Respect confidentiality and follow best practice around data, including adherence to the Data Protection Act 2018 (GDPR)

Person Specification

Criteria	Essential	Desirable
Skills		
Excellent interpersonal skills – able to engage effectively with a broad range of internal and external stakeholders.	✓	
Excellent time and project management skills, with the ability to juggle competing priorities and deliver to deadlines.	✓	
High degree of computer literacy with skills across the Microsoft 365 Suite – Outlook, Word, Excel, PowerPoint.	✓	
Strong analytical capabilities, with the ability to interpret data and insights, actively listen to colleagues and audiences, and identify opportunities for meaningful improvement	✓	
Creative flair and ability to support idea generation for Membership recruitment, retention and individual giving.	✓	
Strong written and verbal communication skills.	✓	
Excellent accuracy and attention to detail.	✓	
Ability to work in a target driven environment and achieve results.	✓	
An understanding of GDPR and data privacy legislation.		✓
Experience		
Experience in customer service and relationship building.	✓	
Experience in event planning and delivery.	✓	
Experience using CRM, ticketing, sales or marketing databases.	✓	
Experience in developing and delivering successful audience or customer acquisition and retention campaigns.		✓
Experience of working in fundraising or with membership and supporter groups.		✓
Experience working in a museum, gallery, heritage or cultural attraction.		✓
Qualifications		
Educated to HND/HNC, Level 4/5 vocational qualifications or equivalent level of practical experience	✓	
Additional requirements		
Ability to work the occasional early morning, late evening and weekend to support events.	✓	

Our Working Together Agreement

The Fitzwilliam Museum is committed to fostering a positive workplace culture, and our Working Together Agreement was coproduced by staff to describe our desired ways of working together. We use these as a set of internal values, behaviours and professional expectations.

- People are our priority, and we look after each other
- We are friendly, considerate and kind to each other, in person and in writing
- We go out of our way to help each other
- We consider the impact of our actions and decisions
- We celebrate and value diversity
- We give and receive feedback with generosity
- We strive to be great at what we do
- We are interested in listening and learning from each other
- We respect and trust each other's diverse experience and expertise and make space for collaboration
- We spend time together face-to-face to build strong relationships
- We are open and transparent about our work
- We are open to change and growth
- We communicate with focus and purpose in a range of ways
- We set clear work boundaries, negotiate constructively and are accountable for our work and behaviour

The Fitzwilliam Museum



The Fitzwilliam Museum was founded in 1816 and opened to the public in 1848. Today, it houses over half a million artworks and objects, spanning over ten thousand years, principally from Europe, North Africa and Asia. The Museum has an international reputation for excellence in research, exhibitions, learning and public engagement. As well as being the principal museum of the University of Cambridge, the Fitzwilliam is one of the largest cultural providers in the region, welcoming over 500,000 visitors per year. It is also the lead partner of the University of Cambridge Museums (UCM), the Arts Council National Portfolio Organisation consortium of the University Museums and the Botanic Garden.

About the Membership and Individual Giving team

The membership and individual giving team is part of the Audiences and Brand directorate, which is responsible for building audiences, growing the Museum's visibility, reach, engagement and income, and cultivating relationships regionally, nationally and globally that are meaningful, relevant and impactful. The division encompasses a wide range of key functions including audience insight, CRM, PR, marketing, digital, interpretation, membership and individual giving, and internal communications.

Terms of Appointment

Tenure and probation

Appointment will be made on a permanent basis.

Appointments will be subject to satisfactory completion of a six month probationary period.

Hours of Work and Working Pattern

The hours of work for the position are 36.5 hours per week, working Monday – Friday.

Pension

You will automatically be enrolled to become a member of CPS (Contributory Pension Scheme) – a defined benefit and defined contribution pension scheme. For further information please visit: www.pensions.admin.cam.ac.uk/.

Annual leave

Full time employees are entitled to annual paid leave of 36 days inclusive of public holidays. For part-time employees, annual leave will be pro rata'd based on days worked.

General information

Right to work in the UK

We have a legal responsibility to ensure that you have the right to work in the UK before you can start working for us.

offer of employment we make to you will be conditional upon you gaining it.

Health declaration Once an offer of employment has been made the successful candidate will be required to complete a work health declaration form.

References - offers of appointment will be subject to the receipt of satisfactory references.

Screening Checks:

This role requires a basic disclosure. Any offer of employment we make to you will be conditional upon the satisfactory completion of this/these check(s); whether an outcome is satisfactory will be determined by the University.

The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. Information for disabled applicants is available at <http://www.admin.cam.ac.uk/offices/hr/staff/disabled/>

We encourage you to declare any disability that you may have, and any reasonable adjustments that you may require, in the section provided for this purpose in the application form. This will enable us to accommodate your needs throughout the process as required. However, applicants and employees may declare a disability at any time.

The University

The University of Cambridge is one of the world's oldest and most successful universities. We are a renowned centre for research, education, and scholarship that makes a significant contribution to society. The University is consistently ranked amongst the top universities in the world. Our affiliates have won more Nobel Prizes than any other University.

Our sustained pursuit of academic excellence is built on a long history of world-leading teaching and research within a distinctive collegiate system. For eight centuries our ideas and innovations have shaped the world. Our principal goal is to remain one of the world's leading universities in an increasingly competitive global higher education sector. Today the University of Cambridge is at the centre of a cluster of over 4,300 businesses employing 58,000 people.

Our capital investment projects include academic and commercial growth at both the West Cambridge Innovation District, and the Biomedical Campus in the south of the city. Eddington, in North West Cambridge, is a mixed-use development including key worker housing for staff, a community centre and a new primary school, managed by the University. Through these projects, the University is deeply embedded in, and committed to serving, our local community. These are all conspicuous signs of a University that is not only adapting to new needs, but also anticipating the future.

Our mission is to contribute to society through the pursuit of education, learning, and research at the highest international levels of excellence. Our core values are:

- freedom of thought and expression; and
- freedom from discrimination.



About Us

The University is one of the world's leading academic centres. It comprises 150 faculties and departments, together with a central administration and other institutions. Our institutions, museums and collections are a world-class resource for researchers, students and members of the public representing one of the country's highest concentrations of internationally important collections.

The University has an annual income of £2 billion. Research income, won competitively from the UK Research Councils, the European Union (EU), major charities and industry, exceeds £500 million per annum and continues to grow.

The Colleges and the University remain committed to admitting the best students regardless of their background and to investing considerable resources both in widening access and financial support. The 31 Colleges are self-governing, separate legal entities which appoint their own staff. Many academic staff are invited to join a College as a Teaching Fellow, which provides a further social and intellectual dimension. The Colleges admit undergraduate students, provide student accommodation and pastoral support and deliver small group teaching for undergraduates.

The University awards degrees and its faculties and departments provide lectures and seminars for students and determine the syllabi for teaching.

Our instinct for seeking out excellence and setting up enduring and mutually beneficial collaborations has led us to establish strategic partnerships across the globe. Whether it is the successful Cambridge-Africa Programme involving universities in Ghana, Uganda and elsewhere on the African continent; or the close association with the government of India to pursue new research in crop science; or the creation, with Germany's Max Planck Institutes, of a Cambridge-based centre for the study of ethics, human economy and social change – international partnerships are now an inextricable part of the University's make-up.

“Cambridge graduates and researchers have made – and continue to make – a colossal contribution to human knowledge and the understanding of the world around us. Their work touches on the lives and livelihoods of everyone from patients diagnosed with life-threatening diseases, to residents of areas critically affected by climate change, to children growing up in conflict zones. It has a lasting impact on our society, our economy and our culture: the world is truly a better place thanks to their efforts.”

Stephen Toope, Vice Chancellor 2019



Working at the University

Working at Cambridge you will join a diverse, talented and innovative community, with more than 23,000 students and over 16,000 staff from all walks of life and corners of the world.

The University continually explores strategies to attract and retain the best people. It is committed to supporting its staff to achieve their best. We are a fair, diverse and inclusive society and we believe our staff are our greatest asset. There is strong commitment to developing institutional leadership and supporting and encouraging staff development at all levels.

We offer a variety of roles including academic, research, professional, managerial and support roles. We also offer extensive benefits and excellent learning opportunities within a stimulating working environment.

The University's estate is undergoing the most significant transformation in its history. Cambridge has been able to create a science and technology campus to the west of the city centre, and is expanding further to the north west of Cambridge including investing in affordable homes for University key workers and community facilities. Even with our continued development, the University remains within walking or cycling distance across the campus. The University is a major partner on the Cambridge Biomedical Campus and we continue to redevelop our historic city centre sites demonstrating our determination to ensure that we can offer the best facilities and opportunities for our staff and students.



Equality & diversity

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society. All appointments are made on the basis of merit. We have an Equal Opportunities Policy, along with a range of diversity groups, including the Women's Staff Network, Race Equality Network and LGBT+ Staff Network. More details are available here:

<http://www.equality.admin.cam.ac.uk/>

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena swan award recognises and celebrates good practice in recruiting, retaining and promoting gender equality.

What Cambridge can offer

We offer a comprehensive reward package to attract, motivate and retain high performing staff at all levels and in all areas of work.

The University offers a wide range of competitive benefits, from family leave entitlement, to shopping and travel discount schemes. Our generous annual leave package contributes to the positive wellbeing of our University employees. Sabbatical leave enables academics to focus on research and scholarship, whilst still maintaining their full salary. The University also has a [career break scheme](#) for academic and academic-related staff, with additional flexible working policies for all other staff.



Pay and benefits

The University salary structure includes automatic service-related pay progression in many of its grades and an annual cost of living increase. In addition to this, employees are rewarded for outstanding contribution through a number of regular pay progression schemes. The University offers attractive pensions schemes for employees, with an additional benefit of a salary exchange arrangement providing tax and national insurance savings.

CAMbens employee benefits

The University offers employees a wide range of competitive benefits, known as CAMbens. CAMbens offers something for everyone across a range of categories, including:

- Financial Benefits, including shopping discounts (both local and national) and a Payroll Giving scheme;
- Relocation and Accommodation Benefits, including relocation assistance and interest-free Rental Deposit Loans;
- Travel Benefits, including Cycle to Work, discounts on train season tickets and interest-free Travel to Work loans;
- Family Friendly and Lifestyle Benefits, including support with childcare and family friendly policies;
- Health and Wellbeing Benefits, including a University Staff Counselling Service, discounts at the University Sports Centre, and other local gyms, and healthcare schemes.



What Cambridge can offer

Family-friendly policies

The University recognises the importance of supporting its staff. We have a range of family-friendly policies to aid employees' work-life balance including a generous maternity, adoption and shared parental leave entitlement of 18 weeks full pay, and paid emergency leave for parents and carers.

Other family-friendly support includes:

Our highly regarded workplace nurseries, a childcare salary exchange scheme and a high quality holiday Playscheme may be available to help support University employees with caring responsibilities (subject to demand and qualifying criteria). Further childcare information can be found here:

<https://www.childcare.admin.cam.ac.uk/>

The Newcomers and Visiting Scholars Group is an organisation within the University run by volunteers whose aim is to help newly arrived wives, husbands, partners and families of Visiting Scholars and members of the University to settle in Cambridge and give them an opportunity to meet local people. The Postdoc Academy supports the postdoctoral community within Cambridge. Further details are available here: <https://www.postdocacademy.cam.ac.uk/>

Your wellbeing

The University's Sport Centre, Counselling Services and Occupational Health are just some of the support services available to University employees to promote their physical and mental wellbeing. The University delivers The Festival of Wellbeing annually, which is a programme of stimulating talks and activities, which aim to promote wellbeing and good mental and physical health. The University also hosts the [Cambridge Festival](#), which is a great opportunity to get your first taste of public engagement, through volunteering, supporting hands-on activities or proposing a talk.

Development opportunities

We support new employees to settle in through various activities as well as supporting their professional and career development on an ongoing basis. Our Personal and Professional Development (PPD) team provide development opportunities for all University employees, including face-to-face sessions, online learning modules and webinars. All employees also have unlimited access to LinkedIn Learning to support their development. Both new and existing employees can undertake funded Apprenticeships, which lead to a range of vocational and professional qualifications. We offer reduced staff fees for University of Cambridge graduate courses and the opportunity to attend lectures and seminars held by University departments and institutions. A range of University training providers also offer specialist learning and development in their own areas e.g. teaching and learning, digital literacy, finance, health and wellbeing, safety.



How to apply

Applications should be submitted online via the University of Cambridge jobs page www.jobs.cam.ac.uk by clicking “Apply online” in the job advert. You will need an email address to register for our online system.

Conversations about flexible working are encouraged at the University of Cambridge. Please feel free to discuss flexibility prior to applying (using the contact information below) or at interview if your application is successful.

Informal enquiries are welcomed and should be directed to:
Katie Capper-Grundy - kg435@cam.ac.uk

If you have any queries regarding the application process please contact hr@fitzmuseum.cam.ac.uk

The closing date for applications: 7th September 2025

The interview date for the role: W/C 22nd September 2025