

**South London Theatre**  
**General Council – role descriptions**  
**Membership Director**

**Being a member of the SLT General Council**

All members of General Council (GC) become Directors and trustees of SLT. You can read more about what being a trustee means here, but in essence it's about looking after the interests of SLT and our members. We need to make sure we are behaving legally and responsibly, are using our resources effectively and are accountable for what we do. You will be part of the decision-making that makes that happen. We hold monthly GC meetings, our AGM and annual away day, that you will be expected to attend (although we're all allowed a holiday!). All members of GC will also be expected to promote equality, diversity and inclusion and good safeguarding practices.

**Specific to the role – Membership Director**

The main purpose of the role is to manage the day to day administration of SLT membership, including registrations, renewals and ad-hoc prize memberships and play a key role in driving and promoting membership in all forms. The main responsibilities include:

1. Processing all membership registrations, ensuring each new member is set up with a TicketSource account and added to the mailing list.
2. Administering the online and offline membership systems to maximise renewal via timely and correctly applied (automatic and manual) payment requests.
3. Arranging, publicising, promoting and hosting regular New Member Nights.
4. Liaising with Publicity team, to ensure all publicity materials relating to membership and membership concerns are clear, effective and productive.
5. Liaising with Theatre Committee and show directors to ensure that all those participating in SLT productions are Full Members of the club for the entire duration of their involvement.
6. Ensuring the SLT revenue accrued via PayPal is transferred on a monthly basis to the appropriate SLT bank accounts.
7. Picking up failed online registrations to attempt to ensure that customer intention to join converts to customer action and ultimately to SLT revenue.
8. Being active by email, on social media and face to face, addressing any membership or membership-related queries.
9. Actively promoting membership at SLT events and promotions, including e.g. Open Days, West Norwood Feast etc.
10. Honour SLT's commitment to community participation, integration and inclusion via the provision and administration of prize memberships offered at community events, e.g. Local School Fairs and Fetes.
11. Monitoring and reporting membership statistics on a quarterly basis.

**What skills do you need?**

Good organisation and planning is essential for this role, as is attention to detail. You will need competent IT literacy with a basic level of familiarity with everyday online payment systems and MS Office. In addition to these technical skills, you will have good interpersonal skills with the disposition appropriate to welcoming members and "softly selling" membership at all times. In addition you will need good problem-solving skills to address the concerns of members and work toward ensuring membership runs smoothly for all.