



Membership Marketing Manager (maternity cover)

Job level	Level 5 (Management/Subject Matter Expert)	Reports to	Penny Hamilton, Head of Marketing
Directorate	Marketing and Engagement	Function	Marketing
Contract	1 year fixed term maternity cover	Location	Regent's Park

Responsibility for resources

Direct line reports	<ul style="list-style-type: none">Email Marketing Manager (depending on experience)Membership Marketing Executive	Responsibility for other resources	The post holder will have access to ZSL's customer and ticketing data, including bank details, credit/debit card details payment histories and addresses and is expected to treat all such information as strictly confidential
Financial resources	Responsible for both income targets and expenditure budgets		

Our vision and mission

The Zoological Society of London (ZSL) is an international conservation charity, driven by science, working to protect and restore wildlife in the UK and around the world. Our vision is a world where wildlife thrives and every role, every person in every corner of ZSL has one thing in common – we are all conservationists, and passionate about restoring wildlife.

We have nearly 150,000 ZSL Zoo Members, who made over 680,000 visits to our conservation zoos - London and Whipsnade Zoo, last year, bringing us over £10 million of income; so they play a key role in supporting ZSL's important conservation work.

Purpose of the role

The Membership and Retention Manager is responsible for developing and delivering the strategy for ZSL member acquisition and retention, as well as driving broader visitor and supporter retention through integrated CRM communications, with the focus of the role being on the membership elements. This role works with teams to ensure a seamless and engaging journey for members, ticket buyers and other supporters – from first visit through to long-term loyalty and giving – underpinned by insight-led, personalised communications.

This is a key position in delivering income growth and long-term lifetime value through membership development, wider audience segmentation, and campaign delivery. The post holder plays a central

role in integrating membership and visitor journeys with fundraising, digital and operational teams, ensuring coherence, consistency, and high performance across the supporter lifecycle.

Key responsibilities

Membership strategy & delivery

- Manage the development and implementation of a data-led annual marketing strategy and tactical plan to drive acquisition, retention, and value growth for members.
- Oversee development of compelling campaigns using all marketing channels (paid, owned, earned), aligned with organisational and brand goals.
- Manage the performance of the membership programme against income, retention, and engagement KPIs.

Digital and Supporter Operations collaboration

- Work with the Ticketing and Supporter Contact operational teams and Digital Platforms teams to ensure the website, ticketing and donation systems provide seamless, user-friendly experiences.
- Ensure digital journeys (e.g. purchase, renewal, upgrade) are optimised for UX and income.

Fundraising & supporter development

- Support the development of pathways from member/visitor to donor, working with the Fundraising team to identify and segment audiences for low-level donor conversion.
- Coordinate with the Email Marketing Manager to schedule and quality-control fundraising communications to avoid message fatigue and audience clash.

Partnerships & stakeholder collaboration

- Work closely with Ticketing and Supporter Operations on journey fulfilment, segmentation, and supporter feedback.
- Manage third-party suppliers (e.g. fulfilment and print) and internal teams to ensure operational efficiency and supporter satisfaction.
- Work with Public Engagement and Events teams to deliver exclusive member experiences that enhance loyalty and value perception.

Retention & CRM communications (depending on experience)

- Lead the visitor and member retention strategy, working closely with the Email Marketing Manager to develop segmented CRM journeys across visitors, members, and donors.
- Develop and deliver a CRM strategy and implementation plan, using data to personalise supporter journeys and drive deeper engagement and conversion.
- Ensure member and visitor journeys are optimised and complementary, supporting long-term loyalty across touchpoints.

Reporting & Performance Management

- Provide regular reporting on membership performance and campaign impact.
- Produce an annual strategic review of the membership programme, incorporating insights, performance analysis, and recommendations for improvement.

- Set and monitor objectives for direct reports, supporting their development and ensuring alignment with team and organisational goals.

Person Specification

Experience	
Essential	<ul style="list-style-type: none"> • Demonstrable experience of managing a Membership scheme, including the delivery of both acquisition campaigns and retention programmes • Experience of developing and implementing marketing campaigns across of variety of media • Experience of using performance and customer data to develop actionable marketing plans • Experience of working with customer databases and developing membership customer journeys • Experience of budget management and analysing commercial data • Experience of managing external suppliers and contracts
Desirable	<ul style="list-style-type: none"> • Experience in a visitor attraction, charity, or membership-based organisation • Experience of customer lifecycle management, with a focus on email marketing • Experience of developing and implementing a retention strategy • Line management experience and ability to lead a performance-driven team • Experience supporting fundraising communications or supporter development journeys
Knowledge and skills	
Essential	<ul style="list-style-type: none"> • Knowledge of all elements of the marketing mix including use of digital channels (online and social) • Knowledge of trends in membership • Strong commercial acumen • Familiarity with ticketing/CRM platforms (e.g. Spektrix, Tessitura, or Salesforce) • Excellent project management, stakeholder collaboration and communication skills • Ability to interpret and apply data and insights to improve journeys and drive income • Knowledge of data protection legislation • Strong IT skills, including a high degree of competence using Excel • Strong interpersonal skills and demonstrable experience of sourcing, managing, negotiating and liaising with suppliers • Excellent written and verbal communication skills, including the ability to produce creative marketing copy, write reports and carry out presentations to senior staff • Willingness to use initiative and have the confidence to make decisions • Ability to think innovatively and to take creative approaches to campaigns
Desirable	<ul style="list-style-type: none"> • Knowledge of working with Tessitura Ticketing and CRM system • Strong understanding of CRM principles and digital marketing tools (email, web, ticketing integrations) Understanding of Not-for-Profit sector and its legal regulations (including gift aid)
Additional requirements	

Essential	<ul style="list-style-type: none"> • The post is based at London Zoo, although some time will be spent at Whipsnade Zoo as required to maintain relationships across the organisation. ZSL does support hybrid working although there is an expectation that this role would be in the office a minimum of one day a week. • Willingness to work weekends when required as well as evenings • Strong commitment to creating a culture that lives ZSL values and commitment to safeguarding, equality and diversity (collaborative, inspiring, inclusive, innovative, impactful and ethical) • To comply with and promote Health and Safety policies and procedures • To ensure that the policy for equality of opportunity is adhered to and promoted in all aspects of the post holder's work. • To undertake such other duties as are commensurate with the grade of the post
Desirable	<ul style="list-style-type: none"> • Driving license is desirable