



Membership & Appeals Manager Candidate Pack



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Your journey starts here...



English National Opera exists for everyone, creating new experiences with opera that inspires, nurtures creativity and makes a difference. Our vision is for lives changed through opera.

We take a fresh inspiring approach to opera to reflect the diversity of our culture.

We believe that opera is a living art form able to connect to people from all parts of our society. We collaborate with a range of artists and art forms as part of our commitment to the future of the art form. We sing in English, as we believe it enhances the emotional connection between performers and audiences.

We encourage creativity throughout the company and our commitment to the future of opera provides a platform to develop outstanding careers.



We are a world-class national company recognised internationally for the standard of our work. We nurture talent across the entire company including a platform for young singers to start and then develop global careers.

We connect to audiences through inspiring, accessible, world-class opera and stimulating, creative participation programmes.

We create our productions for the widest possible audiences and aim to introduce completely new audiences to the magic of opera whether at the London Coliseum, outside of our theatrical home or internationally.

We make our productions accessible by offering a large proportion of tickets at affordable prices, and through our attendance schemes.



We work with a wide range of visiting companies to generate essential revenue and welcome new audiences to share the experience of our theatre.

English National Opera is founded on the belief that opera of the highest quality should be accessible to anyone.



Membership & Appeals Manager

SUMMARY

The Membership & Appeals Manager supports the Head of Membership & Appeals to recruit, attract and steward ENO membership schemes to drive audience loyalty and grow their philanthropic connection with ENO. They will also support the creation, implementation and delivery of a wide range of audience facing appeals designed to attract audiences of all kinds and engage them with philanthropic support of the ENO.

Philanthropic income, especially from memberships and appeals, is a key income growth area for the Development department as it serves the ENO's ambition to deliver its mission of 'opera without limits'.

Contract

18-month fixed term contract

Reports to

Head of Memberships & Appeals

Salary

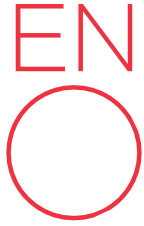
£38,000 per annum

Location

London Coliseum

Hours

35 hours per week, Hybrid



Membership & Appeals Manager

Key Responsibilities

Membership Refresh

- Support the Head of Membership & Appeals in a membership refresh project working with external consultants and across the ENO to develop a refreshed membership scheme that delivers audience loyalty and revenue. This will involve supporting with data, shaping the new offer and its communication plan and implementation in the 2027/28 season.

Membership Administration

- Manage the administration of memberships and related donations within our CRM system, Spektrix
- Be the first point of contact for members via email and phone hotline
- Ensure that membership welcome packs are delivered in a timely manner
- Manage the direct debit payment processing procedure through PTX and liaise with Finance to ensure payment is taken
- Recording Gift Aid Declarations and communications consent in Spektrix according to compliance with GDPR

Recruitment and Acquisition

- Manage the delivery of Seasonal Membership Recruitment to segments of ticket buyers with incentives to join the ENO membership programme (Christmas, Valentine's Day. Etc)
- Work with the ENO Events Team to curate and design content for Friends events at the London Coliseum and around London, providing an informative and enjoyable experience for all ENO members, including visits to international co-producers overseas, and identifying opportunities to ensure sales targets are met
- Develop and deliver with Audience Division campaigns to re-engage lapsed donors and retain members
- Ensure effective communications about ENO memberships across ENO as a company

Retention and Servicing

- Ensure the highest standards of customer service is maintained
- Oversee an effective renewal process and maintain renewal programme on Spektrix and DotDigital
- Work with the Philanthropy team to identify prospects from the Members Appeal and Basket Donations who have a greater capacity to give
- Maximise the automation and potential of Spektrix and other programmes to improve membership processes



Membership & Appeals Manager

Key Responsibilities

Members Events

- Support the curation and administration of Members events, providing an informative and enjoyable behind the scenes experience
- Attend and steward members at a variety of events including dress rehearsals and opera previews
- Be the point of contact for members at fundraising events and performances and collaborate in delivery of events with Box Office, Events Team and FOH

Members Communications

- Support the Head of Memberships & Appeals in the writing and publication of ENO's magazine for members, Inside ENO
- Maintain Website for ENO Friends and Appeal Website
- Explore and champion new ways of working with DotDigital for the Memberships, and wider Development Team, in collaboration with Spektrix
- Create the content for the ENO Members and Supporters e-newsletter communications with a wide variety of informative, entertaining and educational material from around the company
- Manage communication journeys, from the welcome email to their renewal email, encouraging Members to use their Membership and become more engaged with the company

Fundraising Appeals & Donations

- Manage the delivery of an annual fundraising campaign (including copywriting) to ENO Friends and audiences and ensuring costs stay within budget in
- Internal liaison across the ENO to source material and create physical and digital assets to engage and invite donations
- Oversee project team to shape campaigns, as well as, DotDigital Programmes, accurate reporting on Spektrix, Gift Aid compliance and thank you and ongoing stewardship and engagement
- Oversee basket donation thank you emails using DotDigital and work with Head of Memberships & Appeals and other team members to maximise giving
- Explore new and engaging possibilities for contactless donations through Goodbox with the Executive Director of Development and Public Affairs



Membership & Appeals Manager

Person Specification

Required

- A strong commitment to delivering outstanding customer/member experience
- Strong organisational skills with the ability to manage multiple priorities and deadlines
- Excellent written communication skills, with strong attention to detail and the ability to produce engaging and accurate copy
- Strong interpersonal skills, with the ability to build relationships across teams and with members
- Analytical skills with the ability to interpret data, track performance, and inform decision-making
- Creative thinking in developing member experiences, campaigns, and content
- Passion for opera, theatre, or the performing arts
- Willingness to work occasional evenings and weekends to support events

Desirable

- Experience using Spektrix

At the ENO, our people play a vital role in helping us create extraordinary encounters with opera and beyond, so it's just as important that we reward people beyond their salary to recognise their contributions.

Your Wellbeing

- **Annual Leave:** 25 days plus Public Holidays
- **Hybrid and flexible working**
- Eye care vouchers
- Enhanced Company Sick Pay
- Enhanced Family Friendly Leave (including Maternity Leave and Paternity Leave)
- Cycle-to-Work Scheme
- **Employee Assistance Programme (EAP)** through Spectrum.Life:
 - Confidential support available 24/7, 365 days a year for employees
 - Virtual GP & digital physio
 - Wellbeing portal including videos, podcasts, and factsheets on topics such as sleep, diet and exercise



Seeing Our Performances

- Complimentary tickets for ENO and selected London Coliseum performances
- Staff rate for ENO performances
- Complimentary tickets to talks, recitals and behind-the-scenes events



Managing Money

- Salary Sacrifice pension scheme with Natwest Cushon
- Subsidised Staff canteen at the London Coliseum
- Interest-free travel season ticket loans
- Annual pay review
- Discounts across various categories including: Travel, Wellness and Fitness, Electronics, Accessories, Food & Drink and many more through Pebble



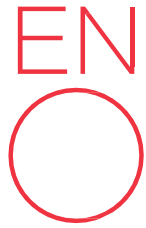
Your Professional Development

- Annual Professional Development Review to support your personal and career ambitions and achievements
- Opportunities for Sabbatical leave to invest in your learning, wellbeing and career goals



“The variety of what we do is amazing, from drinks receptions and garden parties, to opportunities to see performances from Stage, Prompt or the Flies - every day is different and exciting!”

Please note that some of these extras vary depending on contract type or duration.



Membership & Appeals Manager

To Apply

You can apply for this role on our careers site.

We'll ask you for:

- A copy of your CV
- A cover letter

After reviewing your initial application, we may invite you to answer a few additional questions to help us shortlist candidates for interview.

Due to the high volume of applications we receive, we are only able to provide individual feedback to candidates who progress to the interview stage.

Application Deadline

5pm, Sunday 28 June 2026

1st Interviews

w/c 13 July 2026

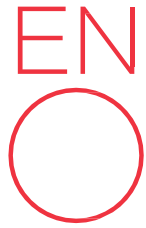
2nd Interviews

w/c 20 July 2026

Applications



We're proud to be a Disability Confident Employer. If you'd like to apply through the Disability Confident Guaranteed Interview Scheme or require any reasonable adjustments for the application process, please email workwithus@eno.org



Backstage Secrets to Success

Read the job description carefully

The job description is your score and every note counts. This will help you understand whether the role is a good fit and what is required, so you can tailor your application effectively.

Read the application requirements carefully

Before your first act make sure you know your cues and stage directions. Check for any word limits, additional tasks, or submission deadlines.

Tailor your cover letter

Your cover letter is your aria- your chance to shine. Use this to tell us things that we can't see on your CV for example: why you want to work with us, how our values align with yours, and any transferable skills that make you a great fit for the role.

Check your application

Before submitting, review spelling and grammar, ensure attachments are included and correctly named, and double-check that your contact details are accurate and up to date. This is not a rehearsal. We repeat, this is not a rehearsal!

Prepare for your interview

Research the organisation, be ready to discuss experience mentioned on your CV, and think about questions you'd like to ask us. See the interview as a duet where each voice is equally as important.

Use AI tools mindfully

AI is a brilliant tool that's transforming how we work however, please ensure your application is honest and a true reflection of your experience. You can use AI to check grammar and spelling, improve structure and formatting, research the organisation or rehearse mock interviews but remember when the curtain rises, we want to see the real you in the spotlight.

Online interviews

If your interview is online, have a technical rehearsal. Check that the link works beforehand and make sure you have a quiet space, a good internet connection with minimal distractions.

In-person interviews

Confirm who you'll be meeting on the day, check your route in advance, and leave plenty of time in case of travel disruptions. This is your 5-minute call, you have 5 minutes.

Accessibility

We are an inclusive employer and want to ensure that our process is as accessible as possible. If you have any access requirements, please let us know as soon as possible by emailing us on workwithus@eno.org so that we can ensure that the stage is ready for your performance.



Confidentiality

Confidentiality is so important in this role and our policy is strict. All information concerning staff, patrons and other ENO business, the disclosure of which could be detrimental to the company, must be held in the strictest confidence and may not be divulged to any unauthorised person at any time.

Data Protection

Data Protection and adherence to GDPR is equally important. We therefore require that computer information should only be accessed if this has been authorised and is necessary as part of the postholder's work. You will need to be aware of the GDPR 8 key principals, and the Computer Misuse Act 1990.

Health and Safety

Health and Safety is so important at ENO and we would expect that the postholder will be happy to undertake personal responsibility for safety as will be outlined in the ENO safety policy and the Health and Safety at Work Act 1974.

Equal Opportunities

Equal Opportunities is a given. We will expect the postholder to abide by ENO's policies on Equal Opportunities and Dignity at Work.

Code of Conduct

Code of Conduct is sometimes assumed, but at ENO we will require the postholder to act in accordance with ENO's Code of Conduct whereby everyone shall be treated in a professional and courteous manner with full regard to the avoidance of discrimination, consistent with current equal opportunities employment legislation.

ENO



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