

Engagement & Membership Lead

Location	Hybrid, based in Dublin with occasional travel throughout Ireland
Contract	Full-time, 2-year fixed-term
Salary	€43,000 per annum
Deadline	5pm, Wednesday, Sept 30th 2026

About Business to Arts

Business to Arts (BtoA) is Ireland's leading membership organisation connecting the corporate and cultural sectors through purposeful partnerships.

For almost 40 years, we have worked to increase private investment in the arts while supporting a stronger, more resilient and financially sustainable arts sector.

Our membership includes over 90 businesses and more than 170 arts organisations, venues and artists nationwide. Through our programmes, advisory services and cross-sector partnerships, we help organisations build meaningful relationships that deliver cultural, social and business value.

As we continue to develop our arts member offer, we are seeking an exceptional individual to shape the next phase of our arts capacity-building programmes.

The Opportunity



Business to Arts is seeking an Engagement & Membership Lead to transform how we engage, support and activate our membership community.

This is a relationship-focused role for someone who enjoys bringing people together, creating exceptional member experiences and building systems that strengthen engagement over time.

Working across both our business and arts membership, you will lead member onboarding, engagement, events and relationship management while continuously improving our CRM, systems and member journey.

You will play an important role in ensuring members actively participate in the opportunities available through Business to Arts, helping to strengthen member satisfaction, retention and long-term organisational sustainability.

Purpose of the Role

To maximise the value of Business to Arts membership by delivering an outstanding member experience from onboarding through renewal, strengthening engagement across both business and arts members by delivering an outstanding member experience through onboarding, events, including the Business to Arts Awards, networking and ongoing member engagement.

Key Responsibilities

Member Engagement & Experience

- Lead the onboarding of all new business and arts members, ensuring a welcoming, consistent and high-quality member experience.
- Develop and manage an annual member engagement plan that encourages active participation throughout the membership lifecycle.
- Build strong relationships with members, understanding their interests and connecting them with relevant opportunities across Business to Arts.
- Monitor member engagement and proactively identify opportunities to increase participation and member satisfaction.

- Support membership renewal activity through proactive engagement and relationship management.

Events & Member Activation

- Coordinate the delivery of Business to Arts member events, networking opportunities and knowledge-sharing activities.
- Work with colleagues to showcase the breadth and diversity of Ireland's arts sector through member events and experiences.
- Develop and maintain a portfolio of arts-based employee engagement opportunities that respond to the interests of business members.
- Support the activation of new partnerships and introductions between business and arts members.

CRM, Systems & Continuous Improvement

- Own the day-to-day management and development of the organisation's CRM and member engagement systems.
- Continuously review and improve member onboarding, engagement and servicing workflows.
- Develop reporting dashboards and member insights that support informed decision-making.
- Identify opportunities to improve efficiency through automation and better use of technology.
- Ensure accurate member records, engagement tracking and reporting.

Business Development Support

- Support the Head of Business Development with membership pipeline management and renewal processes.
- Identify opportunities for increased member engagement that contribute to retention, referrals and membership growth.
- Coordinate membership communications and follow-up activities in collaboration with the Communications Manager.
- Prepare reports and insights to support business development activity.



Organisational Contribution

- Work collaboratively across the Business to Arts team to deliver organisational priorities.
- Support evaluation, reporting and continuous improvement across membership activities.
- Represent Business to Arts professionally at meetings and events.
- Contribute to achieving annual membership retention targets and increased member utilisation of Business to Arts services and programmes.

What Success Looks Like

Success in this role will be measured through:

- High levels of member satisfaction and engagement.
- Improved member onboarding and activation.
- Strong business and arts member retention.
- Increased participation in member events and engagement opportunities.
- A high-quality portfolio of arts-based employee engagement opportunities for business members.
- Well-managed CRM systems and improved member engagement workflows.
- Increased organisational efficiency through improved systems and processes.
- Strong collaboration with colleagues to support membership growth and long-term sustainability.

Who We're Looking For

We're looking for someone who enjoys building relationships, creating great member experiences and making organisations run better.

Essential

- Experience in membership, stakeholder engagement, account management, events, customer success or relationship management.
- Excellent interpersonal and communication skills.
- Strong organisational and project management skills.
- Experience managing CRM systems and maintaining high-quality data.
- Ability to manage multiple priorities while maintaining excellent attention to detail.
- Confidence working independently and collaboratively within a small team.
- Strong digital skills and an interest in improving systems and workflows.
- A proactive, positive and solution-focused approach.

Desirable

- Experience working in a membership organisation, charity, arts organisation or professional body.
- Experience coordinating events and networking programmes.
- Knowledge of CRM platforms and marketing automation.
- Understanding of the arts sector or corporate membership organisations.
- Experience using AI and digital tools to improve operational efficiency.

Why Join Business to Arts?

This is an opportunity to shape the experience of one of Ireland's most influential cross-sector membership communities.

You will help ensure that every member, whether from business or the arts, feels connected, supported and inspired to make the most of their membership.

Working with a collaborative team, you will contribute directly to strengthening relationships that support investment in the arts and create meaningful partnerships across Ireland.

Terms & Benefits



- Two-year fixed-term contract, full-time position.
- Salary of €43,000
- Hybrid working model with flexibility.
- 23 days' annual leave, plus public holidays and seasonal office closure.
- Opportunities for professional development.
- Evening work required to support member events.

How to Apply

Please submit:

- A CV (maximum two pages).
- A cover letter (maximum one page) outlining your interest in the role and how your experience aligns with the opportunity.

Applications should be sent to **recruitment@businesstoarts.ie** with **Engagement & Membership Lead** in the subject line. **Deadline for submission:** Sept 30th, 2026

Business to Arts is an equal opportunities employer.