



## **Job Description**

<b>Job Title:</b>	Supporter Engagement Officer
<b>Location:</b>	The Wildlife Trust for Bedfordshire, Cambridgeshire, and Northamptonshire, The Manor House, Broad Street, Cambourne, Cambs, CB23 6DH
<b>Accountable to:</b>	Supporter Development Manager
<b>Salary:</b>	£18,000 - £20,000 per annum
<b>Hours:</b>	37.5 hours per week (full time) preferred but part time working would be considered.
<b>Transport:</b>	You will be required to provide your own car, but will be reimbursed for business-related mileage (currently 45p per mile for cars over 1000cc)

### **Employment subject to:**

- 6 month probationary period;
- evidence of right to work in the UK

### **About The Wildlife Trust BCN**

The Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire is a registered charity (and a company limited by guarantee), whose mission is to:

- conserve local wildlife, by caring for land ourselves and with others;
- inspire others to take action for wildlife; and
- inform people, by offering advice and sharing knowledge.

We are among the largest and most effective of 47 Wildlife Trusts across Britain and we are a major contributor to the nationwide work of the Royal Society of Wildlife Trusts. We currently manage over 100 nature reserves, covering almost 3,945 hectares, and two education centres. Our work also includes the acquisition and application of information about biodiversity. The Trust's turnover in 2015/16 was c £5million and its capital assets more than £20 million, of which over half (£13million) is classified as heritage assets. This Trust was the first to promote the concept of Living Landscapes: large-scale conservation schemes which aim to ensure that wildlife can thrive alongside the human population across an entire landscape. Our conservation activity is increasingly focused on these Living Landscapes, including the first to be established - the Great Fen in Huntingdonshire – as well as the Ouse Valley, the Nene Valley and the North Chilterns Chalk.

The Trust's annual report and accounts are posted on our website:  
<http://www.wildlifebcn.org/annualreview>

The work of the Trust is directed by the 2015 -20 five-year vision which can be found at:  
<http://www.wildlifebcn.org/2020>

To achieve the targets within this plan, the Trust is managed and directed by an Executive Board of four Directors.

The Trust evolved from a group of committed volunteers, and volunteering is still central to its ethos. The working culture of the Trust encourages a professional approach, with a commitment and enthusiasm for nature and its conservation. Mutual respect and teamwork are highly prized among both staff and volunteers. In all its dealings the Trust tries to be fair but firm and in all its activities it aims to be environmentally responsible. Systems, processes and bureaucracy are kept to the necessary minimum for effective performance.

The Chief Executive reports to the Trust's Council of 14 Trustees, who are elected annually from the membership (presently standing at almost 37,000). Council and its two Committees (Conservation, Education & Community; and Resources) meet quarterly. There are 100 staff members, with main offices in Bedford, Great Cambourne, and Northampton, and over 1,000 active volunteers. The Executive Board consists of the Chief Executive and the Directors. Reporting to the Executive Board is a team of senior managers including this role.

## **Supporter Engagement Officer**

### **Main purpose**

Responsible for making members feel welcome and engaged with the Trust; by providing supporter stewardship/ member retention services and maximising member contribution to the Trust.

To provide outstanding customer care and service for members and donors and prospective supporters to agreed standards in order to engender loyalty and increased support through the main objectives below.

<b>Main Objectives</b>
<ul style="list-style-type: none"><li>• Welcoming new members help them to understand the value of their membership</li></ul>
<ul style="list-style-type: none"><li>• Providing positive stewardship to non-member donors and supporters</li></ul>
<ul style="list-style-type: none"><li>• First line handling of incoming enquiries from members and donors by relevant media to encourage retention</li></ul>
<ul style="list-style-type: none"><li>• Processing membership applications, renewals and upgrades to retain and maximise long term subscriptions</li></ul>
<ul style="list-style-type: none"><li>• Promoting and supporting opportunities to engage with members on WT sites or through WT events</li></ul>
<ul style="list-style-type: none"><li>• Helping members to value their membership and recognise the purpose of the Trust(s)</li></ul>
<ul style="list-style-type: none"><li>• Using the CRM database to ensure that all supporter contact is tracked and analysed.</li></ul>
<ul style="list-style-type: none"><li>• Works closely with other staff within the Fundraising Directorate, including, but not limited to: Membership recruitment and Appeals fundraising</li></ul>

- Works closely with other teams across the organisation with regards to membership retention activity & campaigns, including, but not limited to: Magazine editors; Digital mailing editors; Social media editors and conservation teams.

## **Key Responsibilities**

### **Supporter Engagement**

- To assist in the development and management of the Wildlife Trust BCN's overall Supporter Journey planning and implementation, with specific focus on membership recruitment.
- To deliver excellent customer care for members, individual donors and all prospective supporters of the Trust – ensuring that all communication is dealt with in accordance with stated standards in a friendly, professional and helpful way that engenders their loyalty and support
- Sort, process, acknowledge and respond to all correspondence, enquiries, requests and complaints from members, donors and the public in a friendly and helpful manner by telephone, email, letter and face to face. Encourage lapsed to re-join and non-member enquirers to support us.
- Assist in identifying and managing potential membership recruitment avenues, venues and/or events with the focus of increasing membership numbers.
- Support/attend supporter events to ensure attendees enjoy these opportunities, thus value their membership and recognise the purpose of the Trust(s).
- Ensure all enquiries that cannot be dealt with by the jobholder are passed to an appropriate respondent as per agreed processes and ensure the query is dealt with and that this is marked on contact history where appropriate.
- To help recruit new members and supporters in the course of your day to day activities and by assisting those with direct recruitment responsibilities.

### **CRM database**

- To assist in the timely and efficient collection of financial contributions from members and donors including direct debit collection and Gift Aid
- To ensure that supporter records are accurately set up and maintained without duplication including personal and financial data. Process changes and updates to supporter's information maintaining mailing preferences and contact history.
- Ensure the Trust's Data Protection and GDPR policies are followed, in conjunction with the Data Team.
- Assist any staff with non-confidential information about supporters as requested.
- Contribute to the development of the Trust's customer care standards and database procedures - to ensure they meet the Trust's needs for income generation and supporter care.

### **Communication and promotion**

- To ensure appropriate planning and production and fulfilment of member and supporter communication (marketing and updates). Including internal negotiation /communication to generate relevant content/ timing.
- Responsibility for supporter communication including welcome letters, thank you letters, renewals and reminders and any other 'mailings' such as appeals, raffles, lapsed and upgrade campaigns.
- To present a positive and welcoming image of the Trust to everyone.

### **Health and safety**

- Produce risk assessments and any additional H&S requirements as required.

<b>Other duties</b>
<ul style="list-style-type: none"> <li>• Process and file all paperwork, carry out all work in line with agreed processes, procedures and standards</li> </ul>
<ul style="list-style-type: none"> <li>• Contribute to general Trust working and any other duties as directed by line managers.</li> </ul>
<ul style="list-style-type: none"> <li>• Undertake training as the need arises.</li> </ul>
<ul style="list-style-type: none"> <li>• Go about duties in a resource-efficient way and minimise impacts to the environment.</li> </ul>
<ul style="list-style-type: none"> <li>• Actively follow Trust policies including Equal Opportunities policies</li> </ul>
<ul style="list-style-type: none"> <li>• Maintain an awareness and observation of Fire and Health &amp; Safety Regulations.</li> </ul>
<ul style="list-style-type: none"> <li>• Follow all Trust policies and procedures</li> </ul>

**Notes:**

1. As duties and responsibilities change, this job description will be reviewed and amended in consultation with the post-holder.
2. This job description cannot cover every issue or task that may arise within the post at various times. Therefore the post-holder will be expected to carry out any other duties as are within the scope, spirit, and purpose of the job as requested by the Line Manager, Head of Department, or Director.
3. This job description does not form part of the contract of employment.

## Supporter Engagement Officer – Person Specification

E= Essential; D=Desirable

<b>Requirements</b>		
<b>Experience and Qualifications</b>	To hold a degree, vocational or equivalent qualification or experience in a relevant discipline	E
	Hold a current driving licence and be able to use own vehicle for work purposes on occasion  <b><u>OR</u></b>  Must have the means to travel between sites for meetings and events.	E
	Experience of providing high standards of customer care and service	E
	Experience with CRM systems and interfaces between databases preferably in a charity	D
	Work experience in an office environment	E
<b>Knowledge</b>	Keen interest in and commitment to wildlife and environmental issues	D
<b>Skills and Abilities</b>	Evidence of ability to handle confidential data and information appropriately	E
	Demonstrated ability to prioritise and organise own time and resources, work without prompting and progress tasks effectively day to day.	E
	Good interpersonal and communication skills: ability to engage a range of stakeholders at all levels, volunteers, members, and external organisations.	E
	Evidence of strong analytical and numeracy skills	D
	Demonstrated ability of attention to detail in working with large quantities of data	E
	Knowledge and experience of administering BACS payment systems and processes	D
<b>Behaviours</b>	Demonstrable evidence of openness to change, flexibility and a willingness to learn new ways of doing things	E
	Demonstrable experience of identifying, understanding and giving priority to delivering the needs of the customer and taking responsibility for providing a service that meets customers' needs.	E
	Demonstrable ability to work flexibly within a team environment and to work across functions to deliver successful outcomes, and in contributing to environments that demonstrate equality, foster trust, respect, and challenge.	E
	Willingness to share ideas, experience, and knowledge with colleagues and others.	E

## **Terms and conditions: summary for candidates**

The following terms and conditions are typically offered to The Wildlife Trust BCN staff on fixed-term or permanent contracts, and are set out here for your information only. Terms and conditions may vary according to circumstances and this summary does not form part of any subsequent employment contract.

<b>Probationary period:</b>	Six months with a review at three months. During the probation period the contract may be terminated with one week's notice.
<b>Annual leave:</b>	25 days annual leave and 8 bank holidays per annum (pro rata for part time staff and those working less than a year). For those staff whose normal working days fall on the days of the week that fall between 25 <sup>th</sup> December and 1 <sup>st</sup> January (i.e. the three non-public holiday days) when the Trust offices are closed, three additional days of paid leave are granted. These are non-pro rata and must be taken between 25th December and 1st January.
<b>Pension:</b>	Contributory pension. The Trust contributes 5% salary. The employee will be automatically enrolled after 3 months.
<b>Other Information:</b>	Occasional weekend and evening working may be required, for which time off in lieu can be taken.
<b>Equality and Diversity</b>	We value diversity and welcome applications from all sections of the community.