



JOB DESCRIPTION

1. IDENTIFICATION OF POST

POST TITLE	Membership Development Officer
FUNCTION	To increase the Trust's membership through recruitment and retention. To support the Trust's donor development.
RESPONSIBLE TO	Director of Development
RESPONSIBLE FOR	Membership Recruiters, Membership Officer, Volunteers

2. PURPOSE OF POST

Building excellent, long term relationships with all our donors, especially our members, is vitally important for the long-term future of the Wildlife Trust. The post holder will promote and increase the membership of Cheshire Wildlife Trust. They will support and develop our successful membership retention scheme and build relationships with all members and donors.

3. MAIN RESPONSIBILITIES

Targets and Reporting:

1. Work towards achieving targets set for the team as an individual and also by supporting colleagues when necessary. It is essential to demonstrate the effectiveness of your role and by meeting these targets you will be directly contributing to the future success of the Trust.
2. Contribute to the forecasting of the annual membership budget and annual action plan.
3. Compile monthly reports against targets.

Membership Recruitment:

1. Manage all aspects of the in house door-to-door and face-to-face membership recruitment schemes. Manage the recruitment, support and training of the fundraisers, license applications, paperwork and payment.
2. Support and develop other current recruitment schemes (independent recruiters, internet, wildlife friendly garden scheme etc) through which the Trust recruits members.
3. Provide support and advice to staff, volunteers and members in the recruitment of new members and provide training opportunities, resources and display materials.
4. Research and advise on new recruitment methods as appropriate to the Trust's needs.
5. Work with Events Officer and Membership Recruitment Officers to develop an annual programme of successful recruitment events and venues for recruiters. Assess the effectiveness of attending shows, events and activities throughout the area in order to recruit new members. Work with Events Officer to arrange appropriate attendance at such events by recruiters and Trust staff. Work with Events Officer and Communications Support Officer to produce displays and organise activities for these events.

6. Promote 'Watch', our children's wildlife clubs and membership scheme in partnership with the People and Wildlife team.
7. Distribute and monitor stock levels of appropriate literature to support and enhance the Trust's membership offer.

Targeted Approaches:

8. Review and develop 'Welcome Calls' – ensure all new members are contacted by telephone (where possible) to thank them for joining us, to check their details and ask them to pledge to continue their membership.
9. Contact current members by telephone, email and mail to thank them for their membership, offer new membership opportunities and pledge to continue their support. Provide input to monthly e mail and Grebe magazine.
10. Contact lapsed members by telephone, email and mail with a view to them re-joining. Where appropriate, keep in contact with lapsed members to communicate our fundraising and legacy messages.

Donor Stewardship:

11. Research and implement new and effective methods of membership retention, aiming to reduce the 'attrition rate' to 10%.
12. Keep the content and quality of all correspondence with current and lapsed members under review, especially mailings, campaigns and renewals.
13. Ensure the donor contact database is continuously updated with accurate information about all our members and donors in partnership with colleagues. Work with Membership Officer to select and implement a new membership database. Over time, the post holder will develop a very detailed knowledge of the database to support and develop its use within the Wildlife Trust.
14. Support the administration of Fundraising Appeals to members.
15. Work with colleagues to communicate effectively with members who promise legacies.

Building Excellence:

16. Ensure that The Trust operates within all fundraising guidelines as enforced by The Institute of Fundraising and Fundraising Standards Board.
17. Ensure the Trust is compliant with all aspects of Data Protection Legislation.
18. Liaise with membership officers throughout the Wildlife Trusts partnership to exchange ideas and spot opportunities.
19. Undertake any other duties required by the line manager.

JOB SPECIFICATION

This is a challenging role, needing energy, confidence and team working. A determined yet friendly, professional and resourceful approach will be required whilst dealing with a wide range of people and situations. The post holder will have to undertake a range of duties with a substantial degree of personal responsibility and autonomy.

1. Management and Supervision

- Working with other team members
- Responsible for providing regular guidance/ management for volunteers.
- Line manager for membership recruiters, membership officer.

2. Accountability and Resources

- Responsible for delivering membership recruitment and retention targets.
- Accountable for the delivery of targets within the agreed budget parameters.

3. Job Impact

- Key member of the Development Team
- Keeps the Trust up to date with knowledge of all relevant areas of fundraising and donor development
- Ambassador for Cheshire Wildlife Trust responsible for upholding the Trust's reputation, image and level of service. Regular liaison with a range of contacts. These include employees and officers of the Wildlife Trust and other bodies, media contacts and all existing and potential donors.
- In order for the organisation to work effectively, you may be required to assist other areas of work and therefore you should be prepared to undertake other duties appropriate to the post as delegated by your line manager.

4. Independence and Judgement

- Overall supervision is provided but you will often be working alone and sometimes in collaboration with others.
- Responsible for managing your own time and work load on a day-day basis.

5. People and Contacts

- Day to day contact with members and prospective members and donors.
- Will work with staff at all levels within CWT including the Chief Executive and members of the board of Trustees.

6. Creativity and Innovation

- Development of creative, engaging and innovative donor development programmes.
- A need to be versatile and flexible, able to adapt to a variety of daily challenges and sometimes last minute changes to planned work.
- Required to work with a wide range of audiences, ages and levels of ability in both formal and informal situations.

Ability to develop creative ideas and a pro-active attitude in 'making things happen'	√	
Ability to set, prioritise and achieve targets on time	√	
Personal qualities		
Ability to communicate with enthusiasm, tact and diplomacy	√	
Commitment and enthusiasm to the Wildlife Trust and its work	√	
Confidence with an assertive but friendly manner	√	
A self-starter and goal achiever	√	
A positive and mature approach	√	
Ability to work independently or in a team	√	
Willingness to be flexible and respond to changing circumstances	√	

GENERAL TERMS AND CONDITIONS

Salary: £18,000 - £20,000 pa. (Depending on experience)

Pension: The Trust has a Group Personal Pension Scheme.

Hours of Work: Full time hours - 35 hours per week. Overtime is not paid but time off in lieu may be taken, where appropriate, as the post will definitely involve evening and weekend working. Flexible working and job sharing requests will be considered favourably.

Duration of post: This post is permanent.

Holidays: 28 days (including 8 Bank Holidays) plus 3 specified days per annum

Place of work: The Wildlife Trust's Head Office: Bickley Hall Farm, Bickley, Malpas, Cheshire SY14 8EF