

JOB DESCRIPTION

Membership Development Officer

WORK BASE:	Brooke House
OTHER WORK LOCATIONS:	Recruitment venues SWT learning centres and nature reserves
SALARY	£20k pa pro rata
HOURS & DURATION OF EMPLOYMENT:	Up to 37.5 hours per week, primarily Thursday-Sunday and including regular weekends and bank holidays, with time-off in lieu
LINE MANAGER:	Community Fundraising Manager
RESPONSIBLE FOR:	Volunteer helpers
HOLIDAY:	31 days pro rata

OVERALL PURPOSE OF ROLE

With over 28,000 people actively supporting Suffolk Wildlife Trust as members, their subscriptions and donations offer vital support for our nature conservation activities across the county.

Working as part of the Trust's Learning and Development Team, you will lead our face to face membership recruitment activity, representing the Trust at reserves, events and a wide variety of venues across the county to inspire people to give their support as members.

In such a public role, you will be an ambassador for the Trust and our work for the county's wildlife. Your friendly, professional manner will ensure consistent high-quality contact with members and potential members and help to support a strong membership culture at Trust reserves, events and other sites.

MEMBERSHIP TARGET

This is a recruitment and ambassadorial role. Your target is to directly recruit and retain members to make this a sustainable role, as well as creating opportunities for the Trust by following up face to face conversations about potential opportunities for support and collaboration.

Your personal recruitment target is an average of 2 memberships per day.

The expectation is that you will use a Trust centre as your office base to plan and book venues in conjunction with other membership recruiters, to optimise coverage at big events and maximise outcomes when multiple venue options occur on the same dates.

SPECIFIC DUTIES

Membership recruitment

- Deliver a proactive membership recruitment programme across Suffolk, including days at retail venues, events and Trust activities.
- Liaise with other Membership staff to support each other and your recruitment activity.
- Liaise with Site Managers and Learning Officers to drive face to face recruitment at reserves and Trust events and secure volunteer support
- Liaise with the Community Fundraising Manager and recruiters to maximise recruitment opportunities at venues
- Help to raise membership recruitment confidence and competence across the Trust, by working alongside staff and volunteers and sharing ideas at training events.

Membership administration

- Identify and book membership recruitment venues and events and maintain a shared event booking calendar with colleagues and the wider team.
- Maintain accurate and legible records of all venues, and their contacts, memberships and gift aids recruited and pass details promptly to the Membership Manager for processing
- Use the UK wide 'recruit anywhere' system to maximise income by recruiting members for other Trusts
- Take responsibility for the care and maintenance of recruitment equipment and resources including the Trust vehicle
- Maintain stocks of membership materials for new members
- Keep the Community Fundraising Manager and Membership Manager informed of your movements

Membership Development

- Develop a membership culture to help the Trust capitalise on the opportunities for membership recruitment
- Develop a culture of excellence and ambition to consolidate the best of current activity and support innovation and growth

Additionally

- Add value to recruitment activities through use of learning games and retail sales at events and activities.