

ROLE DESCRIPTION AND PERSON SPECIFICATION

Membership Assistant

BASE OF WORK:

Brooke House

REPORTING TO:

Senior Support Development Officer

ROLE PURPOSE

Suffolk Wildlife Trust is an inspiring and impactful organisation with a compelling vision for our county “A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help”.

In the decade to 2030, we are committed to scaling up our activities across the county, to bring nature back to Suffolk. Our aim is for 30% of our county to be connected and well looked after for nature by 2030, so that our species and habitats can recover and thrive – and for 1 in 4 people to be actively helping to achieve this.

Every member of staff plays a vital role in our mission to bring nature back. Membership is one of the key ways we empower people to take part in this mission and build deeper, lasting connections with the natural world.

With over 27,000 individuals actively supporting Suffolk Wildlife Trust as Members, their contributions through memberships and donations provide essential funding for our conservation and community engagement work across the county.

The post holder will be responsible for the effective day-to-day administration of the Trust’s membership schemes, using our Customer Relationship Management (CRM) system (Charity CRM by Access). They will ensure a consistently high-quality experience for our members and help maintain strong, supportive relationships that are central to our work.

MAIN RESPONSIBILITIES

Every staff role has three key areas of focus known as the “Power of 3” to support our mission to bring nature back. Typically, you should expect to spend 80% of your time on these:

1) Membership Administration

- Use the Trust’s Database to maintain contact details and financial records for members and donors in line with GDPR requirements.
- Learn the key processes required to run the Trust’s membership, to support the Senior Supporter Development Officer as needed e.g. direct debit run procedures and build resilience into our systems
- Take responsibility for the day-to-day processing of memberships:
 - Manage correspondence and telephone contact with new members including welcome packs and calls.
 - Process membership data for new, renewing and lapsed members.
 - Process membership payments, including Direct Debits, PayPal and Gift Aid.
 - Manage correspondence and contact with existing members including members’ telephone and written enquiries and renewal reminders.

- Support the Senior Supporter Development Officer in the continued development of the membership admin systems and opportunities for streamlining, to support continued membership growth, these include retention strategies such as scheduling emails, retention calls and thank you letters and key points of a membership cycle.
- Liaise with Membership Recruitment Agency (CFF) processing new memberships, processing invoices, maintain cancellations for reactivation calls and ultimately process cancellations and credit notes.

2) Membership & Fundraising Resources

- Co-ordinate magazine mail outs to members, primarily through the volunteer delivery network
- Support the network of volunteer magazine deliverers, and answer queries and arrange recruitment of new volunteers as and when required and develop and improve the delivery network by working with coordinators to better organise their rounds, reorganising groups to maximise efficiency and ensure volunteers aren't over stretched and so remain engaged.
- Maintain stocks of new member welcome packs for adults and children and co-ordinate distribution to recruiters and centres.
- Maintain stock levels and co-ordinate countywide distribution of membership leaflets, & other materials to ensure staff across the county have the resources needed for day-to-day activities and special events.

3) Customer Relationship Management (CRM) system

- Be a high-level user of the Charity CRM database.
- Assist the Supporter Development Manager in providing training, support and troubleshooting to colleagues to facilitate the effective use of Charity CRM across the Trust in line with GDPR requirements.
- Liaise with the Charity CRM support team as necessary to address issues that may arise during the day-to-day running of the system.
- Provide administrative support for fundraising activities and follow up to members and donors.
- Continuous improvement of data quality and integrity by proactively identifying and resolving data issues, ongoing data cleansing, and implement process improvements.

Use your skills and experience to contribute holistically to the Trust's vision for a Wilder Suffolk. Ensuring appropriate reporting of all accidents, near misses, and incidents to identify causes and prevent recurrence.

PERSON SPECIFICATION

- A personal commitment to Suffolk Wildlife Trust's mission to bring nature back
- Strong IT skills using of Microsoft 365 (including SharePoint & Teams)
- Experience using databases (CharityCRM specifically is desirable)
- Experience of working in an administrative, office or customer service role.
- Strong organisational and administrative skills, with strong attention to detail.
- Good understanding of data protection and GDPR principles.
- Good written and verbal communication skills, with a professional and friendly manner on the phone and in writing.
- Understanding of, or willingness to learn, processes related to Direct Debits, Gift Aid, and other charitable income mechanisms.
- A methodical and conscientious approach to work, with a commitment to maintaining accurate records and data.
- A 'can-do' approach to work and working with others.
- Able to handle difficult discussions, confidential information with sensitivity & discretion.
- Prior experience working or volunteering in the charity or membership sector (desirable).
- Understanding of charity fundraising practices and regulations (desirable).

OUR CULTURE

Our organisational culture matters to us and enables us to achieve more for wildlife.

Your job description explains the three key areas of focus of your role. What is equally important is how you do it. Suffolk Wildlife Trust is a gutsy organisation - we show courage, determination and spirit, learning from experience and embracing new ideas.

We are driven by our shared values and passion for nature and support each other – staff and volunteers - to be the best we can to deliver for nature. We constantly strive to communicate and collaborate brilliantly, representing Suffolk Wildlife Trust in a friendly, professional and well-informed manner.

ADDITIONAL INFORMATION

- The role may entail some evening and weekend working.
- The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Suffolk.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.

WILD ABOUT INCLUSION

Suffolk Wildlife Trust is committed to an inclusive and diverse workplace where everyone is welcome. As a conservation charity, we recognise the importance of diversity in both nature and our workforce of staff and volunteers. We strive to ensure that everyone feels valued and empowered to contribute to our vision.