

Essex Wildlife Trust

Job Description and Person Specification



Job title: Membership Growth Manager

Location: Abbotts Hall

Reports to: Head of Fundraising

Job purpose

Essex Wildlife Trust is the county's leading conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. By 2030 we aim to protect and connect 30% of land and sea and inspire 1 in 4 people in Essex to take action for wildlife. The Fundraising & Membership Team is integral to delivering the Trust's strategy by generating income to fund our conservation work and growing wildlife supporters.

It's an exciting time to join Essex Wildlife Trust, we have a strong supporter base of 39,000 members and need someone who can lead a team to nurture these valuable relationships and drive growth.

The Membership Growth Manager is responsible for developing effective recruitment and retention strategies. This role manages the Membership Team, a team of volunteers and is a crucial link to our membership recruiters and visitor centre teams. They will be as equally proficient in the creative, marketing-led elements of the role as the data, insights and processes. Accountable for regulatory and legal processes, they will ensure efficient financial administration and accurate CRM database management. This role works in close partnership with colleagues and suppliers to ensure all aspects of membership are constantly evolving and improving, while meeting the needs of members, ensuring they feel valued and inspiring new audiences to support our work to make a wilder Essex.

This role is well suited to a candidate with excellent relationship-building skills who enjoys working collaboratively to achieve ambitious goals. You will be solution-focused and motivated to test and learn for continual improvement. You will be passionate about delivering excellent supporter experience and naturally put the audience at the heart of decision-making, based on applied data insights.

Key tasks

To grow membership

- Devise and deliver effective and engaging strategies to recruit new members and retain existing members to increase this vital source of income and inspire people to support our work further..
- Work with our Communications and Marketing Team to devise, deliver and evaluate effective marketing activity to new audiences, based on insights from other Wildlife Trusts, RSWT and similar charities.
- Lead on the development of effective recruitment channels, to include managing face-to-face recruitment with our co-owned recruitment company Wildlife Fundraising Central Ltd, digital recruitment and value exchange marketing.
- Lead on producing impactful digital and print communications to members, including working with the Communications Team to distribute the Trust magazine and producing mailings to steward members.
- Interpret insight to identify and understand membership audiences to ensure marketing and communication is tailored and effective.
- Continually improve stewardship journeys for new and existing members that increases average values, engagement and long-term support, including a programme of events

- Champion membership, raising the profile and importance of our members internally and externally through marketing and engagement.

To manage budgets and reporting

- Manage the membership expenditure budget of over £450k including processing, recording and reporting.
- Responsible for raising over £1.5m in donations and Gift Aid income.
- Ensure robust monitoring of membership performance for membership income, recruitment and retention to report, forecast and provide recommendations for improvement on a regular basis.

To manage the membership team and relationships

- Provide line management and leadership for membership staff, volunteers and recruiters supporting continual improvement in individual and team performance.
- Rigorous management of suppliers, including print, technology and membership recruiters to ensure value for money and best performance.
- Work closely with the Finance team and CRM team to ensure that financial information is processed accurately with a clear audit trail.
- Work closely with the wider Fundraising team to ensure that membership and database management underpin appeals and projects, while using the CRM to its full capacity by segmenting and personalising communications and interactions as much as possible
- Work effectively with colleagues across the Trust – especially with those in our Nature Discovery Centres - and demonstrate the values of being Inspiring, Collaborative, United and Professional.
- Work closely with colleagues and counterparts across the Wildlife Trusts movement, sharing ideas and best practice, in the spirit of cooperation and continual improvement.

General

- Ensure compliance with fundraising regulations, GDPR and other relevant industry standards.
- Undertake any other duties assigned by the Head of Fundraising that are within the scope of the role and the contract of employment.

Person specification

Knowledge and skills

- Excellent interpersonal and relationship-building skills.
- Outstanding organisational skills and the ability to handle multiple projects simultaneously while meeting deadlines.
- Knowledge of marketing and stewardship channels including email, postal and social media, and can relate these to membership.
- Experience of developing strategies based on data, insights and benchmarking.
- Proven record of leading, motivating and managing a team and working collaboratively and effectively with other parts of an organisation and suppliers.
- Excellent verbal and written communication skills with strong attention to detail and the ability to communicate and influence senior stakeholders and members of the public alike.
- Ability to effectively measure and manage membership activity to improve tools, tactics, techniques, decision-making and strategy.
- Proactive, solutions-focused and enthusiastic, demonstrating initiative and a willingness to take responsibility.
- Knowledge and experience of managing a database or CRM system.
- Experience of managing financial processes such as budgets, cash, cheques, Direct Debit, Standing Orders, online payments, Gift Aid claims and HMRC.
- Has knowledge of the Code of Fundraising Practice and GDPR.

Additional information

- Flexibility during the evening and weekends, as and when required.
- Interest in working for a charity that is determined to protect wildlife for the future and for the people of Essex.
- Ability to drive, including a full driving licence and use of a vehicle.
- Based at the Trust’s head office in Great Wigborough, Essex, though hybrid working will be considered. May also require travel across the county and beyond, with mileage paid for additional travel.

Disability Confident Statement

As a Disability Confident employer, we are committed to offering an interview to anyone with a disability that meets all the essential criteria for the post. Please let us know if you require any adjustments to make our recruitment process more accessible.

Armed Forces Covenant

We are proud to be an employer that supports the Armed Forces Covenant and are committed to supporting those who serve or have served in the Armed Forces, and their families. As part of this commitment, Armed Forces veterans who meet the minimum criteria for an advertised role will be guaranteed an interview.

Signed: _____ Date: _____

Name: _____