

Membership and Legacies Officer (12-month FTC)

Introduction

Warwickshire Wildlife Trust (WWT) has an ambitious new ten-year strategy. By 2030 we will see wildlife recovering, more space for nature and more people on nature's side. Campaigning for positive change is a key thread across all our strategic aims, and our ambition is to be bolder, more confident, and more impactful. It's a critical year for wildlife and wild spaces; we're looking for an experienced relationship builder to be part of this journey with us.

About us

Established in 1970 we are a grass roots organisation governed by 16 trustees elected from a membership of 30,000 people, 99% of whom live in the county. Our work is supported by 700 active volunteers, helping us manage over 1,000 hectares of natural spaces in Warwickshire, Coventry and Solihull – everyone living or working in Warwickshire lives no more than 6 miles from our 67 nature reserves, which they can access and enjoy.

WWT is also part of the influential Wildlife Trusts movement covering the whole of the UK with 870,000 members, 32,500 volunteers, 2,500 staff and 600 trustees between us. We're on a mission to restore a third of the UK's land and seas for nature by 2030. We all believe everyone, everywhere, should have access to nature and the joy and benefits this brings. Each Wildlife Trust is an independent charity formed by people getting together to make a positive difference for wildlife, climate, and future generations.

Together, we care for 2,300 diverse and beautiful nature reserves and work with others to manage land for nature, too.

As Membership and Legacies Officer, you will be responsible for supporting the Trust's membership engagement, legacies and in memory fundraising operations, working to ensure that the Trust meets its financial targets and continues to be the charity of choice for potential legators in Warwickshire, Coventry and Solihull.

You will support the Membership Services Manager and Fundraising and Philanthropy Manager to build both internal and external relationships and be the main point of liaison for legators, and potential legators.

If you are passionate about relationship fundraising and want to work with us to generate engagement and funds to support our mission of bringing our wildlife back, then we'd love to hear from you.

Job Description

Accountable to:	Membership Services Manager
Location:	This role is contracted at Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW but follows all the agile working framework set which guides all roles at the Trust (i.e. a balance of office, site & home working where appropriate to the role).
Salary Band:	2b (£25,353 - £34,694 dependent on experience)
Benefits	Employers' pension contribution up to 6% (with 4.5% from employee) 25 days holiday plus bank holidays Access to Electric Vehicle salary sacrifice scheme Employee Assistance Programme Death in service benefit equivalent to 3x salary Cycle to work scheme Techsense scheme
Responsible for:	Volunteers, including membership volunteers, Peregrine Watch volunteers and talks volunteers
Liaison with:	Members, colleagues across WWT and the Wildlife Trusts, Wildlife Fundraising Central Ltd (WFCL), volunteers, public and external organisations
Hours:	Full time, 35hrs per week with some weekend and evening work required

Job Purpose

Support the membership services manager to deliver the Trust's strategic objectives of growing membership and charitable income, increasing legacy giving and retaining support.

Deliver a programme of retention and recruitment campaigns, activities and events to increase support via membership and legacies.

Key Responsibilities

1. Engagement – Recruitment

- 1.1. Deliver a programme of engagement to raise awareness of the Trust in areas of the county identified by the membership development officer through CRM system analysis
- 1.2. Oversee the Trust's flagship engagement campaign, Peregrine Watch, with partners, volunteers and stakeholders
- 1.3. Contribute articles for the member magazine and e-news
- 1.4. Use the Trust's event platforms to create, promote and monitor engagement and recruitment events
- 1.5. Work with the marketing and communications team to promote engagement events using the Trust's social media platforms

2. Engagement – Retention

- 2.1. Deliver a programme of new member events that improves retention rates in line with annual targets
- 2.2. Develop and implement a programme of long-standing member events to build and strengthen relationships with key members
- 2.3. Play a key role in the planning and delivery of the Trust's AGM

3. Engagement – Legacies

4. Work across the membership, fundraising and marketing teams to develop and implement compelling legacy campaigns to promote and grow gifts in wills and donations in memory, resulting in increased numbers of legacy pledges, legacy income and donations.
 - 4.1. Support the fundraising and philanthropy manager to organise and host a regular programme of cultivation and stewardship events, including internal events to raise awareness of the importance of legacy giving with colleagues.
 - 4.2. Support the fundraising and philanthropy manager with the stewardship of potential legators and other supporters of the Trust sensitively, developing robust relationships and ensuring a legacy pipeline.
5. Work with the membership administrator and fundraising team to ensure pledges and donations are acknowledged and processed in an appropriate and timely manner; that legator and donor-related information is accurately recorded on the CRM
 - 5.1. Stay up to date with new opportunities and emerging trends within legacies and in memory fundraising, taking advantage of training opportunities.

6. Membership Services

- 6.1. Provide cover for the processing of membership applications, membership renewals and other administrative tasks during periods of leave or sickness
- 6.2. Maintain data quality, manage cleaning of data as required
- 6.3. Undertake membership analysis as required to measure the impact of engagement activities and support the development of recruitment and retention activities.
- 6.4. Contribute to, and deliver annual membership plans
- 6.5. Inform and input to key departmental reports
- 6.6. Monitor and report on membership event income and expenditure

7. Volunteer Supervision

- 7.1. Support the recruitment of new membership volunteers, including identifying opportunities to diversify our volunteer offering and support the membership team
- 7.2. Supervise and train membership volunteers

8. Data Protection and GDPR

- 8.1. Keep up to date with GDPR regulations to ensure data capture and communications for members is in line with current legislation,
- 8.2. To manage supporter data and comply with communication preference requests under GDPR, such as removal from our database and mailing lists
- 8.3. Assist with the facilitation of any DSAR (data subject access requests) which may be made to the Trust
- 8.4. Keep up to date with legislation for fundraising, including the Fundraising Regulator, Information Commissioners Office and Institute of Fundraising, ensuring the Trust adapts to any relevant changes in collection and use of data for our members

9. General Responsibilities

- 9.1. Promote the work, mission and vision of the Trust at all times.
- 9.2. Work across teams to develop and implement activity plans across the 2030 strategy business plan.
- 9.3. Use every opportunity to contribute to the Trust's membership recruitment, fundraising and engagement of people.
- 9.4. Ensure a high level of customer service in all dealings with the public.

- 9.5. Ensure continuous development of skills and knowledge required for the post, undergoing training and performance review as required by the Trust.
- 9.6. Work within all the policies and procedures of the Trust, ensuring own compliance with the Trust's health and safety policies and procedures and that of any resources for whom you are responsible.
- 9.7. Work at all times within the Warwickshire Wildlife Trust's Equal Opportunities Policy and to promote equal opportunities.
- 9.8. Comply with all legal and contractual obligations concerning the responsibilities of your post.
- 9.9. Carry out any other reasonable duties commensurate with the level of responsibility of the post, as requested by the Chief Executive.

Person Specification

Experience	Essential	Desirable
Experience of organising, publicising and managing public events/activities	✓	
Experience of working with community volunteer groups		✓
Building relationships with charity members, donors	✓	
Creation of processes and procedure documents		✓
Membership recruitment		✓
Data analysis		✓
Supervising volunteers		✓
Experience in individual giving and or working in a legacy fundraising position		✓
H&S relating to events, including risk assessments	✓	
Contributing to budgeting process		✓
Knowledge		
BACS and Direct Debit processing		✓
Legacy Essentials (Institute of legacy management) Course		✓
Gift Aid		✓
Familiarity with CRM data basis		✓
Data Protection and GDPR		✓
Banking procedures		✓
Skills		
Logical thinking	✓	
Good interpersonal skills	✓	
Excellent time management skills	✓	
Good written communications	✓	
Relationship building	✓	
Experience in dealing with the public in face-to face situations	✓	
Highly organised, with effective planning skills	✓	
Ability to take initiative, work alone and within a team	✓	
Current full UK driving licence and own vehicle	✓	
IT literate	✓	
Personal qualities		
Good team player	✓	
Excellent eye for detail	✓	
Self-motivated and the ability to use initiative	✓	
Ability to be proactive and organise own workload but enjoys working as part of a small team	✓	
Integrity and diplomacy	✓	
Commitment to diversity	✓	
Interest in nature		✓

GENERAL INFORMATION FOR THE POST

Warwickshire Wildlife Trust

Further information can be found on our web site: www.warwickshirewildlifetrust.org.uk

Selection and Assessment

The candidates who appear to best meet the person specification will be invited to attend for interview. We recommend that applicants pay particular attention to demonstrating how they meet the job description and person specification on the application form.

The assessment will consist of an interview designed to give candidates an opportunity to demonstrate their skills and suitability for the post. Details will be sent to short-listed candidates.

Interview date: Tuesday 21st October.

Appointment

All our offers of employment are made, subject to some pre-employment checks including: Satisfactory References, checks on eligibility to work in the United Kingdom, checks on relevant certificates. Due to the anticipated level of contact with children or other vulnerable members of society involved with this role, a satisfactory Criminal Records Bureau/Independent Safeguarding Authority check is required.

Salary

Your salary will be based on your skills, knowledge and experience. You will be paid monthly in arrears by credit transfer to a bank or building society account.

Location

This role is contracted at either Brandon Marsh Nature Centre, Brandon Lane, Coventry, CV3 3GW or Parkridge Nature Centre Brueton Park, Warwick Rd, Solihull B91 3HW, with significant time spent at both locations, and is not suitable for home working under the Trust's agile working policy.

Employees may be required to work at other Trust or non-Trust sites from time to time. The role will involve some lone working.

Hours of Work

Our employees work a 35-hour week (full time). In view of Warwickshire Wildlife Trust's work, employees can be called upon from time to time to work a reasonable period outside of the set hours. No overtime will be payable.

Holiday Entitlement

Our holiday year runs from January to December. Full time employees receive 25 days holiday per year plus bank holidays. For permanent members of staff this increases to 27 days after 2 years and 28 days after 5.

Pension

You will be automatically enrolled in the Warwickshire Wildlife Trust Stakeholder Pension Scheme if you meet the eligibility criteria, though you may opt out. As an employee you contribute 4.5% of your salary into the scheme and the Trust as your employer contributes an additional 6%.

Notice

If you choose to leave the Trust, you will be required to give one months' notice.

Equal Opportunities

Warwickshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.

CVs

Please be advised that CV's cannot be accepted on their own and will not be considered if submitted without a completed application form. A completed Warwickshire Wildlife Trust application form only will be accepted.

Responding to Applications

Thank you for showing an interest in this job and for taking the time to apply. Unfortunately, due to administration costs, we regret that only short-listed candidates will be contacted. If you have not heard from us within four weeks of the closing date, then please assume that your application has been unsuccessful on this occasion.

The purpose of this information is solely to provide prospective candidates with details relating to the post. It may not be construed as an offer of employment, nor does it form part of the contract of employment or the role profile.