

JOB DESCRIPTION

JOB TITLE: Supporter Development Officer

Unit: Development & Partnerships

Present Postholder: new role

Date: September 24

OVERALL PURPOSE OF THE JOB

- Support the creation and development of new and existing membership initiatives to drive growth through acquisition, retention, and reactivation of new members.
- Support the creation and development of new supporter journeys & initiatives which deepens their involvement with Norfolk Wildlife Trust (NWT)

REPORTING TO JOB HOLDER

None

OTHER WORKING RELATIONSHIPS

Within the organisation

Supporter Care team, Fundraising, PR & Comms & Engagement teams, Visitor Centre staff, Finance, Nature Recovery & Conservation teams & our volunteers

Outside the organisation:

NWT members & supporters, self-employed recruiter & CF Fundraising agency staff, venue contacts & other external organisations, members of the public, suppliers, contractors needed to undertake this role. Also, colleagues from other Wildlife Trusts

MAN DUTIES:

Working with the Supporter Development Manager & other colleagues in the Trust:

Membership

1. Work with the Supporter Development Manager to create and develop new, and optimise existing, membership initiatives & opportunities to drive growth through recruitment of new members and retention of existing members
2. Working with the Senior Marketing Officer & Lead Digital Officer (and other members of the PR & Communications team as required), develop & deliver a year-round calendar of membership recruitment content – digital & print
3. Develop & deliver membership collateral in a cost effective & timely way e.g. Join Us, Visitor Centre Point of Sale, & regular member comms e.g. membership cards etc & ensure that this is fully utilised in the Visitor Centres – taking all opportunities to deepen a members' relationship with the Trust
4. Support the Trust's use of membership recruiters whether self-employed or via CFF agency services. Liaise with CFF for venue and event bookings, coordination of calendars, organising (with the Supporter Care team) the supplies of joiner packs.

5. Work with Visitor Centre staff & volunteers to increase their confidence in membership recruitment by delivering materials and support to ensure they feel armed to have a good membership conversation – encouraging them to sign up members via DD & increase the average gift amount & Gift Aid sign ups
6. Work with the Engagement team to ensure that the event programme supports member recruitment as well as working with them to create new opportunities for member recruitment. Represent NWT at events where & when appropriate.

Supporter Development

7. Working with the Supporter Development Manager & the Senior Philanthropy Officer (where appropriate), support the development and implementation of a programme of supporter appeals and work with the Fundraising Assistant to ensure all donations are recorded and donors thanked
8. Support the creation of new member and supporter journeys & the implementation of test and learn activity with the objective to engage with members and supporters to deepen their involvement and increase their financial support to NWT
9. Working with the Supporter Development Manager & other Fundraising colleagues to identify, research & evaluate new & innovative individual giving initiatives (including regular giving) to attract funding & contribute to the growth of unrestricted income.
10. Lead on the development of the sponsor a species programme & Wildlife Gifts – working with the Supporter Care team who will support on this administratively
11. Work with the Supporter Development Manager to review the 250 Club lottery and introduce a calendar of communication. Investigate other lottery/raffle models
12. Actively develop and nurture great working relationships with colleagues across the Trust but especially with PR & Comms, Fundraising, Supporter Care, Engagement teams & Visitor Centre staff
13. Learn from & share best practice with other Trusts via Wildnet (intranet)& also by establishing direct relationships with peers across other Trusts – take an active part in the appropriate Wildnet groups e.g. Income generation & Engagement & report back on any insights or opportunities
14. Understand the KPIs & budgets for members & supporters
15. Undertake other ad hoc duties and projects as agreed with the Supporter Development Manager

OTHER DUTIES

- Ensure all activity is GDPR compliant and any Fundraising activity complies fully with the Fundraising Regulator Code of Practice
- Understand and adhere to all relevant NWT policies and procedures, especially regarding health and safety
- As a representative of the Trust who may liaise with a range of external contacts, provide a good image and convey an accurate understanding of the NWT's mission and activities.

- Utilise CRM to best effect in the role

ESSENTIAL REQUIREMENTS

Experience:

- Proven track record & experience in direct marketing and/or membership/supporter development
- Experience of developing effective communications and activities that drive action e.g. acquisition, retention
- Experience of building effective relationships – internally & externally
- CRM – experience of using relationship management databases to support marketing or membership or fundraising campaigns

Personal Qualities:

- A strong team player, who is flexible, enthusiastic, self-motivated, reliable and target driven
- Good organisational skills, ability to work under own initiative and as part of a team.
- Creative with independent thought and able to work on own initiative
- Computer literate – confident in use of Microsoft Word & PowerPoint.
- A keen interest in nature conservation and the work of NWT would be highly desirable.
- Attention to detail
- Excellent communication skills
- Good knowledge of digital marketing

OTHER RELEVANT FACTORS OF THE JOB

- Full time 35 hours per week role – Mon to Friday – based primarily at Bewick House, Norwich
- Hybrid working available – minimum of 3 days in the office/or Visitor Centre required
- May be expected to work unsociable or weekend hours on occasions (e.g. attending meetings/events & travelling outside normal office hours) - but TOIL available if hours required stretch beyond 35 hours

LIMITS OF AUTHORITY

- Sign certain correspondence
- Authorise purchase orders

HEALTH AND SAFETY

Attached with contract.