

JOB DESCRIPTION

Head of Membership and Events

Hours of work: 31.5 hours per week

Type of contract: Permanent

Based at: Home / The Lodge, Littlemore, Oxford

Salary Band: D

BACKGROUND

The Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust (BBOWT) is the only charity working to safeguard wildlife and natural landscapes across the three counties. Founded in 1959 by a small group of volunteers, we now have more than 27,000 memberships and 1,700 volunteers. We own or manage more than 80 nature reserves and work in partnership on conservation projects with local communities, businesses, landowners and local authorities. Each year around 12,000 schoolchildren visit our four education centres. We have strong finances, with an annual turnover of £6 million and we're proud of our highly effective and dedicated team of 150 staff.

BBOWT is part of a national network of 46 Wildlife Trusts, which means our work has a bigger impact, making a difference for wildlife beyond our three counties.

Our 'Wilder' plan for 2021-2026 sets one simple overarching aim: to create more nature everywhere. To do this, we need to inspire people to take action and do all we can to restore wilder landscapes.

Our three main goals are to:

- Put nature into recovery
- Empower people to act for nature
- Secure our future

Our membership base is one of the largest in the Wildlife Trust movement, providing nearly £3m per year in income. The outgoing Head of Memberships has worked hard to create a strong memberships team, diversify membership recruitment techniques, and ensure that the membership journey is a positive and engaging one.

We now seek an experienced and innovative Head of Memberships who will carry on this tradition, whilst ensuring that we adapt to digital times and new ways of supporting the Wildlife Trust movement.

JOB PURPOSE

Membership income is critical to the future success of the Trust. This senior fundraising role will have accountability for growing our regular giving and mass giving income streams, alongside delivery of our large-scale events. This will be accomplished through coordination of mass appeals, effective membership recruitment, high membership retention levels, innovative use of digital fundraising techniques, positive membership experiences, and engaging new and diverse audiences.

REPORTING LINE

Reports to Director of Fundraising, Marketing & Communications

STAFF MANAGEMENT

This post manages a team of 8 permanent staff, with 3 direct reports: Marketing Technology Manager, Membership Marketing Manager and Events Officer report directly to this role

KEY RESPONSIBILITIES

Memberships

- **Lead the development of the Trust's individual membership proposition and membership base**
- Further develop our diverse portfolio of recruitment techniques including face to face, postal door drops, digital campaigns, telephone and direct mail
- Further develop our member retention and value through upgrade campaigns, events, direct mail, digital engagement and other techniques
- Oversee the management of membership mailings to ensure coordination, consistency of messaging and GDPR compliance
- Oversee membership recruitment campaigns in all forms, including:
 - Management of the face-to-face recruitment company and other external suppliers
 - Digital membership recruitment campaigns
 - Membership upgrade campaigns and cross-selling affinity partnership products
- Develop and implement 'member journeys' to deliver effective and improved member retention rates

Mass Giving

- **Raise unrestricted and restricted income in line with agreed budgets through:**
 - Mass appeals and upgrades to the membership base
 - Events
 - Online, social media and other digital means
- Working with the Head of Communications & Media, ensure mass campaigns, communications and appeals are consistent with BBOWT branding and strategy
- Determine and deliver an annual schedule of events focussing on income generation (including membership recruitment) and retention

Other

- Events
 - Oversee development and delivery of large-scale events including annual AGM, conferences, fundraising and membership events
 - Further develop both digital and live event streams
 - Provide event support to the Head of Philanthropy as required
 - Provide event support to other parts of the organisation, including education and community engagement
- Data, Data Analysis and Reporting
 - Implement metrics to monitor return on investment, long term income projections and continually refine the approach to maximise effectiveness
 - Prepare progress and analytical reports as required for the Director, Chief Executive and/or Board of Trustees
 - Champion and oversee the development and use of the organisation's CRM system across teams within the Trust
 - Oversee data management concerning members and supporters to ensure that GDPR compliance is maintained at all times
 - Ensure compliance with all aspects of the Charities Act, Charity Code of

Conduct and guidance from the Fundraising Regulator and Chartered Institute of Fundraising

- Market Research and Awareness
 - Maintain awareness and market intelligence on both current and future membership and engagement trends. Bring new thinking to the Trust and adapt membership recruitment accordingly
 - Work with RSWT to improve understanding and performance of membership recruitment, retention and fundraising
- Other
 - Adhere to all Trust policies, procedures and systems
 - Represent the Trust in a professional manner and to act at all times in a manner which will not damage its reputation
 - Incorporate the BBOWT values and behaviours into daily working practice
 - Ensure that all health and safety obligations are met in all aspects of the role
 - Any other duties as delegated by the Director or Chief Executive

Key relationships (other than line manager)

- **Head of Communications and Media** – to ensure compelling campaigns for membership recruitment, retention and other fundraising
- **Wildlife Fundraising Company Ltd** – our face to face membership recruiters, to ensure the maximum value from the relationship
- **Head of Philanthropy** – to ensure coordination with appeals, membership resource supporting gifts in Wills, ThankQ and any events required to support donors and legacies
- **Royal Society of Wildlife Trusts** – to ensure BBOWT benefits from the expertise and knowledge-base of RSWT

PERSON SPECIFICATION

	Essential	Desirable
Significant experience in a charitable fundraising and/or membership environment	✓	
Knowledge of membership recruitment methods, analytics and return on investment	✓	
Experience of creating compelling fundraising campaigns and effective communication	✓	
Evidence of creative and innovative use of digital engagement and fundraising methods	✓	
Evidence of strategic thinking and planning	✓	
Experience of producing and managing budgets and reports	✓	
Experience of effective team leadership and people management	✓	
Excellent communication skills - both written and oral	✓	
Proven relationship building skills	✓	
Computer literate – familiar with word processing, spreadsheets and databases	✓	
Knowledge of CRM systems and how to deliver their value to membership organisations	✓	
Ability and willingness to demonstrate the BBOWT behaviours of Connect; Grow; Lead by Example; Positivity; and Conscious Inclusion	✓	
Working knowledge and interest in nature conservation		✓

MEASUREMENTS OF SUCCESS

- An increase in annual unrestricted income from membership
- Increase in average value per member as demonstrated through effective upgrade campaigns and appeals
- Increased engagement with digital fundraising and mass appeals
- Meeting budgets for appeals and other fundraising
- Maintaining and improving the cost to income ratio
- ThankQ is used across the Trust effectively
- Deliver an annual membership and mass-giving fundraising plan
- Maintain a balanced portfolio of different methods of recruitment