



Senior Supporter Development Officer Job Description

Role:	Senior Supporter Development Officer
Job purpose:	To secure long-term financial support for the Trust by overseeing and continuously developing its membership retention, recruitment and support activities. To achieve this by enhancing existing activities, identifying new opportunities and implementing agreed initiatives.
Contract type:	Permanent
Hours:	Full time 35 hours per week 9am – 5pm Monday to Friday
Salary:	c£31,000
Reporting to:	Head of Engagement and Fundraising
Staff management:	Membership team
Other key relationships:	Head of Finance and Operations Manager, Communications Lead, engagement team, Honorary Officer for Resources (trustee), Local Group committee members.

About us

We are Worcestershire's leading nature conservation charity, committed to protecting wildlife and the natural environment. We are supported by over 21,000 individual members. Our 40 staff are supported by our 500 volunteers who are vital to the delivery of our work. We manage 75+ nature reserves across the county, covering 12.5 square kilometres of land, and provide land management advice across around a quarter of the county. We also work to inspire people to take action for nature and this includes work with schools and young people, communities and local businesses.

Our three goals set out in our strategy to 2030 are:

- Nature in recovery: 30% of land for nature by 2030
- Action for nature: one in four taking action for nature by 2030
- Sustaining our future: more diversity, more funding and carbon zero by 2030

We are one of 46 independent Wildlife Trusts operating across the UK.

About the role

This is a key role and is responsible for recruiting and retaining members, maintaining a supporter journey that continually engages our members to increase their level of interest, commitment, connection and support for the Trust. Without our members and supporters we would be unable to do much of our work; we are supported by around 23,000 members, approximately one in 25 residents in Worcestershire. The bulk of new members join us through speaking to one of our membership recruiting team, who are employed by SWWFL (South West Wildlife Fundraising Ltd). Members also join online, over the phone and at our sites like Lower Smite Farm. Our membership has grown year-on-year and we expect this to continue to grow as more people take an interest in the natural world and the ecological and climate emergencies.

Membership income, donations from members, gift aid and gifts in wills from members make up a significant proportion of the Trust's income. This income enables the Trust to carry out its vitally important nature conservation work. Our members are also vital for supporting our campaigning work both locally and nationally alongside the 45 other Wildlife Trusts operating across the UK.

The Trust's Senior Supporter Development Officer will work with the Head of Engagement and Fundraising, as well as the Supporter Insight Officer, on the creation and delivery of the supporter strategy, overseeing the Trust's membership recruitment, retention and supporter programmes. This involves overseeing the work of the membership team, managing our relationship with SWWFL, leading on other membership recruitment channels, such as digital and door drops, and leading on our retention plan with new and existing supporters.

Role specification

a) To oversee the work of the supporter care team

- Work with the Head of Engagement and Fundraising to produce work plans and strategies for the supporter care and membership team, leading to continued growth in membership numbers and income
- Management of the membership programme and line management of the Membership Officer/s
- Oversee membership communications and events with a focus on membership retention
- Work with the Head of Engagement and Fundraising to develop annual budgets for membership and supporter development programmes
- Monitor and manage project and core budgets income and expenditure against agreed targets
- Identify opportunities for income generation and, where appropriate, seek external funding in co-operation with other staff
- Work to continue to make our membership more equal, diverse and inclusive

- Have an oversight of the Trust's contact database used for supporters and membership management – Access Charity CRM
- Cover the day-to-day membership processes when the membership officer is on leave (i.e. inputting and editing member data, collating and posting welcome literature and dealing with enquiries and payments)
- Local groups management
 - Administrative support – risk assessments, health and safety
 - Committee support and keeping committee member records updated on CRM
 - Management of committee volunteers
 - Organising Local Group Liaison Committee meetings
 - Day-to-day support and advice

b) To ensure the effectiveness of existing and new membership recruitment activities

- Work with the membership recruitment agency South West Wildlife Fundraising Ltd (SWWFL) to optimise its performance and efficiency including:
 - regular communications and updates with the Regional Sales Manager
 - liaising with the Regional Sales Manager on recruitment, job advertisements, uniform and marketing collateral
 - organising annual team days for the SWWFL team
 - contributing to the recruiter newsletter
 - reviewing monthly reporting and following-up any queries
- Contribute to membership promotion mechanisms and messages in Trust publications, website and other resources
- Produce membership literature and resources as required
- Develop and implement new and enhanced membership recruitment activities and resources
- Lead on testing new channels for recruitment including working with the communications team to grow digital membership recruitment
- Ensure income targets are achieved for membership and that there is a clear strategy for growth of membership and income to 2030

c) To improve the retention of existing members as supporters of the Trust and enhance their support.

- Continue to develop and implement an effective supporter journey from point of joining onwards and oversee its effectiveness and make suggestions for any modifications through analysis of KPIs with the Supporter Insight Officer. Journey to include member welcome events, email journeys and membership pack contents for new members (household and family), online events, annual supporter events and celebration events for long-standing members.
- Responsible for all health and safety and volunteer management

- Identify and implement new and enhanced membership support activities and resources where needed or appropriate
- Campaign planning and delivery including but not limited to door drops, upgrade appeals, digital campaigns. Support the communications team with membership content for ad and campaign planning.
- Work closely with the Supporter Insight Officer to analyse and review membership recruitment and retention performance to inform adaptations to the programme if necessary
- Run bi-annual membership surveys to improve our understanding of our membership base and ensure that we approach membership with equality, diversity and inclusion in mind
- Contribute to working groups within the wider Wildlife Trust movement, with other Trusts within the region or communities of practice across the movement
- From time to time there will be the need to delegate for the Head of Engagement and Fundraising at regional and national meetings
- Lead on the legacy programme, ensuring a clear legacy journey and precise legacy admin and records
- Work with the fundraising team to optimise support from major donors
- Lead on developing our currently ad-hoc in-memoriam donation giving, structuring this to create this as a more recognised source of income

d) Contribute to the overall work of the Trust

- Attend and contribute to meetings of the fundraising team, whole staff team meetings and Trust Council meetings and others as required
- Assist with, attend and support Trust events, activities etc as required
- Be part of the EDI working group to represent membership and our supporters, working to continue to make supporting the trust as inclusive as possible
- Be part of the magazine editorial group
- To carry out all other such duties that may, from time to time, be determined by the line manager, Head of Engagement and Fundraising, or the Chief Executive.

e) Legal

- Manage work and volunteers (e.g. Local Group committees) to ensure that all legal (including health and safety and data protection) and contractual obligations are fully met, working with other staff where appropriate.
- Oversee and be conversant and up to date on:
 - Compliance with Direct Debit regulations, including indemnity regulations, and retention of Direct Debit mandates
 - BACS processing and deadline regulations (e.g. 10 days' notice) and three days to comply action ADDACS reports sent by BACS (bank alterations/cancellations etc)
 - General Data Protection Regulations
 - Retention of Gift Aid records in accordance with HMRC regulations

- Be available to support the team on any legal matter as outlined above

Post-holder specification

The post-holder requires the following:

Experience

- Work with a membership-based organisation or commercial equivalent
- Experience of working with CRM databases
- Demonstrable experience creating recruitment and retention strategies for both membership and individual giving and increasing income generation
- Demonstrable experience of building supporter journeys and recognising where improvements are needed and what those interventions might be
- Working with volunteers and volunteer groups
- Planning, organisation and delivery of public events or meetings
- Planning and managing an annual budget
- Reviewing results and recognising and implementing learnings
- Successful team management and cross team working

Knowledge

- Familiarity with contact databases would be desirable
- Principles of data analysis relating to financial and activity performance
- The use of promotional techniques including publications and web-based communications
- Event/activity planning
- Working knowledge of the Data Protection Act and GDPR
- Knowledge of and interest in wildlife would be beneficial

Skills:

- Ability to work co-operatively with a range of people
- Good organisational and planning abilities
- Numerate with excellent verbal and written communication skills
- Ability to organise and prioritise work effectively to deadlines
- Good working knowledge of the Microsoft Office suite of tools, word processing, spreadsheets and databases
- Clean driving licence

Personal Qualities:

- Personal enthusiasm for the cause
- Creativity and initiative
- Outgoing and personable approach
- Self-motivated
- Accuracy and attention to detail in work

August 2025