**JOB TITLE: Venues & Operations Manager**

**REPORTING TO:** Chief Executive Officer

**Hours associated with role:** Full-time, 37.5 hours per week

**This post available:** March/April 2020

1. **Background**

The Wildlife Trusts is a national federation consisting of 46 Wildlife Trusts across the UK. Each Trust is a charity and member-supported organisation which relies on memberships as a key source of predictable and unrestricted income.

South West Wildlife Fundraising Ltd (‘SWWFL’) is owned by 8 regional Wildlife Trusts - Avon, Devon, Dorset, Gloucestershire, Hampshire & IoW, Somerset, Wiltshire and Worcestershire – to help them recruit new members through face to face (‘F2F’) engagement. Teams of membership recruiters (‘MRs’) work at pre-arranged venues such as supermarkets, garden centres, retail stores, local events and county shows across the 8 southern and western counties. This recruitment channel uses a display stand and associated marketing materials to help the MRs engage with the public to gain memberships. A membership is secured via the commitment to a regular monthly donation via a Direct Debit mandate.

The Chief Executive leads and manages the operation across the south and west Trusts, delegating responsibility for the day to day management of county-based teams of Membership Recruiters to the Membership Sales Managers (‘MSMs’). Field-based MRs and MSMs are supported by the central operations teams at our Exeter HQ consisting of Venues, Finance and HR colleagues.

Good quality venues and events are an essential part of F2F recruitment success. SWWFL continues to invest in the venues and events team that works with Wildlife Trusts and other members of SWWFL staff, to ensure that we have a full, varied and relevant calendar for our recruiters throughout the year.

SWWFL is a successful and growing organisation, having increasing memberships by over 190% in 3 years. We offer a supportive, friendly, closely collaborating team environment, competitive salary and the opportunity to do something that directly benefits local wildlife.

1. **Job Purpose**

The principle purpose of the role has been to oversee and manager SWWFL’s Venue operation. This includes line management of a team of office-based Venues Coordinators, ensuring that a range of viable venues and events is booked for the remote-based Membership Recruiters across the 8 SWWFL Wildlife Trust areas and that these are allocated weekly using our Salesforce CRM system. Venue bookings are intended to attract memberships in the most cost effective and efficient way possible. As such the Venues Team Manager has been responsible for overseeing and leading on business development and account management of venue and event relationships so that each Wildlife Trust area has a well-stocked and growing database of strong-performing venues. The postholder oversees the booking and administrative functions and tasks for the team.

Following a review of management structures to deliver further growth, the Venues Team Manager role and Finance Manager/HR Manager roles, respectively, have been upweighted to reflect additional strategic responsibilities. The resulting ‘Venues and Operations Manager’ post is a key part of our senior management team working across the interfaces of many central operational and management processes. Of central and growing importance, the Venues & Operations Manager has responsibility for using technology – such as our Salesforce CRM & hand-held electronic tablets - to deliver SWWFL’s new member and revenue targets and hence the sustainability and growth of our client Wildlife Trusts.

1. **Key Responsibilities**

* Manage the Venues & Events operation within SWWFL, including recruitment, line management and training of a team of Venues Co-ordinators (currently 8 at 3.6 FTE growing to 4.4 FTE in 2020 plus a new 0.6 FTE support post). Ensure that the allocation of venues team hours is managed in line with the budgeted number of available hours. Undertake routine 1:1s and annual appraisal reviews, annual leave requests, sickness monitoring, and ensure all venue staff are notified about any changes to their terms and conditions in a timely way.
* Manage the performance of the venues team to ensure that individual and/or team KPIs and bonus objective levels are achieved. Coach and train to provide/model the behaviours and/or knowledge necessary to deliver on-going improvement.
* Oversee the venue booking function as per Appendix A – Venues Coordinator Job Description – and be able to step in / cover this role as needed. Provide day-to-day support for the team to ensure adequate venue bookings are achieved.
* Monitor and evaluate the performance of venues through use of Salesforce reporting, using this information to advise and train Venues Coordinators on the suitability of particular venue choices. Additionally, use this information to enable Membership Sales Managers to support Venues Coordinators in decision making and allocation of venues to particular Membership Recruiters.
* Use and develop Salesforce reporting to analyse venues performance to spot trends and patterns across the database of venues and events. Use this information to advise on the most suitable events, venue types, geographical locations and seasonality of venues across the individual Wildlife Trust areas, as well as the whole SWWFL area, in order to ensure targeted and well-researched venue booking and sourcing across the team. Continue to maintain and improve on an annual venue strategy.
* Ensure venues budgets are monitored and maintained. Advise on best use of venues budgets to MSMs and Venues Coordinators as per ROI and new member targets.
* Act as lead administrator and trainer on the Salesforce CRM system across SWWFL. Use own knowledge / be willing to learn and develop own knowledge of this system to ensure current and future needs and requirements are met. Oversee the management of user licences and a support contract through an external developer. Advise on future external support and development needs.
* Use Salesforce to create an annual events report and equip Venues Coordinators with the ability to produce these reports to ensure that all suitable events are booked (and re-booked) in a timely and professional manner. Lead on large and high-worth events bookings across SWWFL or in specific Wildlife Trust areas.
* Oversee the management of the SWWFL website using Wordpress CMS through the Venues Support post and engage with external developers as required.
* Oversee communications with external and internal stakeholders through the creation and maintenance of digital and hardcopy materials, including but not limited to, the internal SWWFL staff newsletter, marketing materials for engaging prospective venues, account management materials for existing venue stakeholders, materials for other stakeholders as required.
* Develop and maintain key account relationships with major venue and event partners, concession agencies and decision makers who can facilitate wider access to venue resources as required. Lead on approaching venues through national / Head Office locations and contacts as needed.
* Review and evaluate the on-going success of the Venue operation, using KPIs and targets to monitor performance and productivity, via regular reporting to the CEO with recommendations for improvement. Alongside the CEO, produce and monitor quarterly targets for the Venues Team Bonus Plan. Ensure targets are achieved across the team, supporting Venues Coordinators to achieve these targets as needed.
* Ensure communication with Membership Recruiters, Membership Sales Managers and client Trusts is professional and timely. Ensure Venues Coordinators are involved and aware of Trust and MR / MSM meetings / updates.
* Ensure that data files from Salesforce are loaded to the Electronic Tablet software portal, Asset-i and that diaries reach the Institute of Fundraising in respect of member Trusts when required.
* Contribute to management team planning, operational planning and strategizing. Attend regular management team meetings.
* Ensure that a central log of equipment suppliers and recruiter ‘kit’ is maintained.
* Ensure compliance with appropriate legislation i.e. Data protection act 1998, GDPR.
* Field general queries to SWWFL as part of the general support team in the Exeter office.

**3. Additional Tasks**

Any other duties that may be deemed suitable to the post, as agreed with the CEO, and within the context of the contract of employment. Priorities are likely to vary from time to time. All staff members are required to abide by SWWFL’s organisational policies and procedures.

**4. Reporting**

This role reports to the CEO or, in his or her absence, a nominated SWWFL Director.

**5. Remuneration**

£30,000 per annum and £1K bonus opportunity (paid quarterly) plus 4% pension contribution after qualifying period.

**6. PERSON SPECIFICATION**

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|  | **Essential** | **Desirable** |
| **Skills & attributes** | Numerate with a keen eye for detail and accuracy in written reports. | Skilled at analysing reports and data. Budget management skills. |
|  | Strong phone and outbound calling skills; influencing skills - ability to overcome objections and secure agreement. | Skilled /experience in a marketing, sales or fundraising environment. Account management skills. |
|  | Good oral and written skills with an ability to engage and communicate effectively with a range of stakeholders, both within and outside the organisation. | Skilled at report writing to senior managers.  Skilled at marketing communications. |
|  | Well-organised, able to prioritise workload effectively in a busy and fast-paced office environment. | Ability to multi-task and react quickly to situations as they happen with a calm head. |
|  | Flexible attitude to working environment and able to work within a small team, leading from the front and willing to jump in as needed. |  |
|  | Resilience – able to respond positively to successes and challenges; ability to see the bigger picture and manage competing pressures. |  |
| **Knowledge & qualifications** |  |  |
|  | Business, marketing or relevant degree and/or experience. | Leadership / training / business qualification(s). |
|  | Working knowledge of database packages and CRM systems; data reporting | Knowledge of Salesforce, including development and training & dashboard creation. |
|  | Good knowledge of Microsoft office software, associated packages. Using technology to generate performance improvement. | Knowledge of report writing, data analysis; of making recommendations. Developing technology and systems to deliver performance improvement |
| **Experience** |  |  |
|  | Direct first line management experience or team supervision. | Ideally in comparable commercial environment and/or experience of managing outbound calling operations and/or booking teams, events or similar. |
|  | Developing and evolving systems and processes for positive operational management and change. | Managing the operations of an organisation and implementing effective and efficient systems.  Contribute to management team planning and strategy development. |
|  | Experience of working in a target-oriented culture; being measured by Key Performance Indicators | Experience of target and KPI-setting.  Experience of fundraising environments |
|  | Experience of identifying new resources and investigating the potential effectiveness of opportunities. | Experience in business development and / or marketing. |
|  | Liaison with a wide range of internal and external contacts and associated relationship management. | Experience of account management and/or key account management. |
|  | Discretion in handling politically sensitive and confidential information. | GDPR knowledge & experience. |
|  | Experience of team development and coaching. | Training or qualification in respect of team development. |
| **Personal attributes** |  |  |
|  | Hard working and motivated; prepared to lead from the front by example | Interested in and motivated by the work of the Wildlife Trusts |
|  | A good team worker; prepared to share tasks to get the job done |  |
|  | Creative and resourceful; quick to find and evaluate alternatives and make recommendations |  |
|  | Capable of acting flexibly - both tactically and strategically – according to need |  |
|  | Positive, friendly ‘people person’. Approachable and customer focussed; firm but fair |  |
|  | Able to convey authority and carry the trust and confidence of the team, CEO and other stakeholders |  |

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