



**Somerset
Wildlife Trust**



**Somerset
Wildlife Trust
Consultancy**



Wilder Somerset

2030



More space for nature where wildlife thrives
with more people on nature's side



**Job description:
Membership Experience
Officer**

Somerset Wildlife Trust is a local independent charity and the only organisation uniquely focused on improving the natural environment of Somerset for the benefit of wildlife and people. We champion Somerset's stunning, diverse, and important natural environment, making the case for nature to the public and politicians. We protect wildlife and lead the recovery of the environment by example, including on our nature reserves.

Somerset Wildlife Trust is one of 46 Wildlife Trusts across Britain which together with the *Royal Society of Wildlife Trusts* collectively form *The Wildlife Trusts*. We are the biggest charity movement in the UK working solely for nature and we believe that restoring nature on a landscape scale is essential for tackling climate change and biodiversity loss.

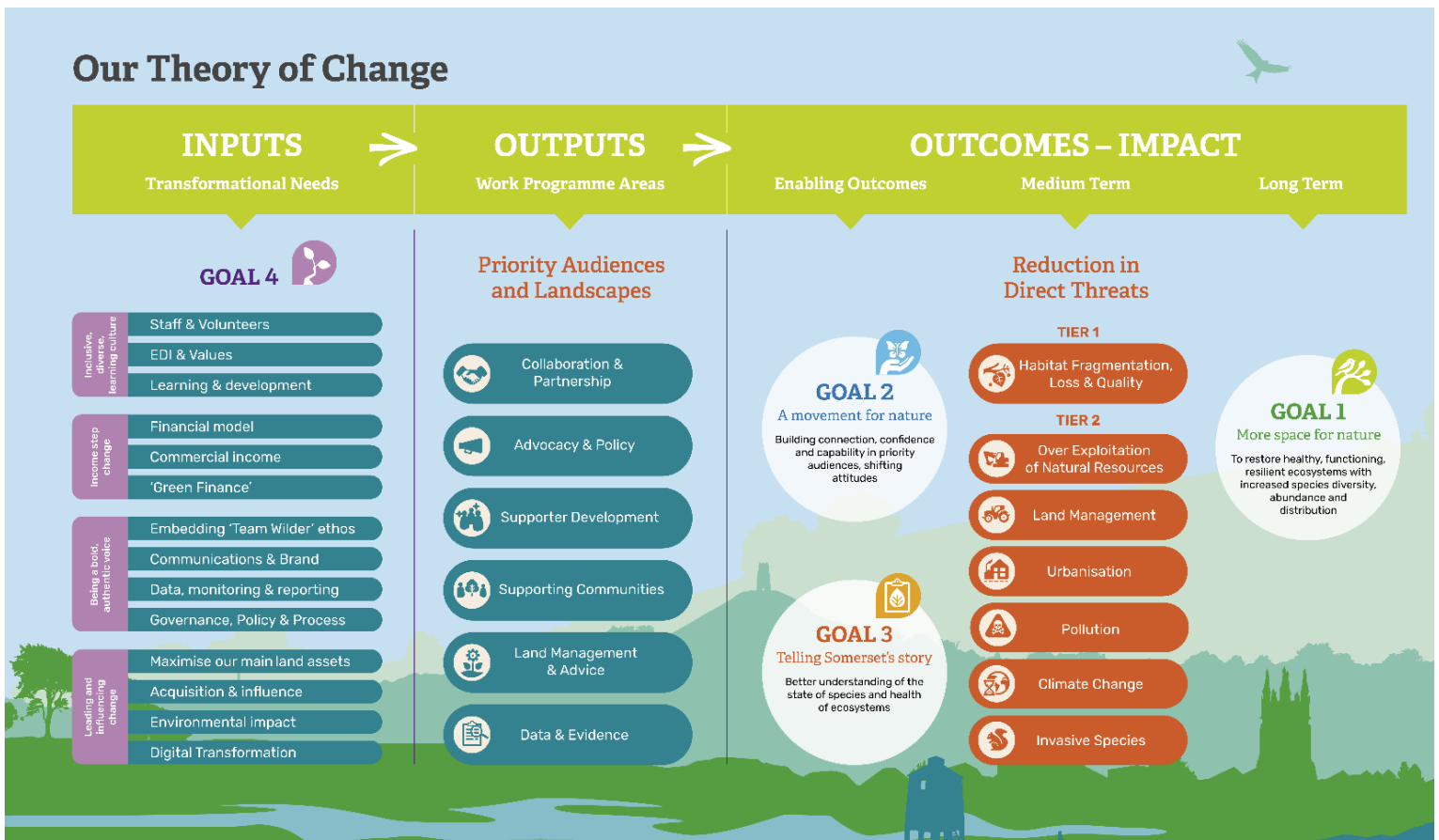
The climate and ecological crises require comprehensive, ambitious solutions and urgent action across all sections of society. The crises are also inexorably linked so it is vital that our strategy, ['Wilder Somerset 2030'](#) is delivered with both at its core. We recognise that people are part of the solution and everyone has a role to play in restoring nature and averting the worst of the climate change. Research suggests that if 1 in 4 people in society take action then social tipping points can be achieved and widespread positive change can happen. This underpins one of our key strategic goals and Team Wilder is our delivery approach to inspiring and empowering others to help nature recover.

Our New Vision

To deliver a Somerset wide nature recovery network creating more space for wildlife, benefiting everyone, and playing its part in helping us reverse biodiversity loss and tackle the climate crisis.

Our New Mission

To champion the change needed to rebalance our relationship with wildlife and the natural world.



About the post

This role is a new opportunity with the Trust to improve the productivity and sustainability of a core unrestricted income stream. Membership forms the bedrock of our fundraising income portfolio, and this position will play a primary role in finding innovative ways to recruit new members, as well as providing exemplary stewardship to our existing members so that they continue to support us and are encouraged to take action for nature in other ways.

Job Title	Membership Experience Officer
Band Grade	Level 2
Reports To	Fundraising Development Manager
Team	Fundraising
Responsible for	NA
Job Purpose	To broaden our ways of reaching new prospective members, bring them on board, and oversee their experience with us ensuring they feel informed about how their donations are supporting our mission and why the work they are supporting matters.
Position	Fixed term contract to end March 2029. 22.5 hours per week. Based at our Taunton office with opportunities for home working.
Working Relationships	<p>Internal: All staff, especially Fundraising, Communications and Engagement teams. Working particularly closely with the Fundraising Data Specialist, Supporter Care Co-ordinator and Supporter Care Administrator.</p> <p>External: SWT members, the public, suppliers and contacts from other Trusts', volunteers</p>
Benefits of working for Somerset Wildlife Trust	<p>We offer some fantastic benefits including:</p> <ul style="list-style-type: none"> • 7% employer pension contribution • Life assurance • An annual professional institution subscription if applicable • Flexible and agile working • Wellbeing support – EAP, wellbeing champions • Diversity networks through RSWT/TWT • Paid volunteer days • Continuous Professional Development opportunities • 33 days of holiday (25 + bank holidays) <p>The opportunity to make a real and positive difference to nature, communities and the climate</p>

Job Description – Key Responsibilities and Tasks

Responsibility 1: Membership Recruitment

- Work closely with the Comms team to grow our audience through lead generation campaigns on social media
- Work closely with the Comms team to recruit new members including through social media advertising and different incentives
- Convert new audiences to membership
- Trial door drops, phone campaigns and reactivation to establish which methods have the best ROI for recruiting new members
- Create and trial other ideas and initiatives to grow audiences and recruit members

Responsibility 2: Membership Retention

- Instigate welcome calls to new members
- Review and take responsibility for the welcome journey for new members, ensuring Direct Debit compliance as well as outstanding supporter engagement
- Organise and host in-person events for new members
- Organise and host online events for members as well as taking advantage of and communicating details of relevant national events
- Arrange long-standing member recognition and telephone thank-a-thons
- Research and trial other methods which may have a positive impact on membership retention and/or lifetime value
- Instigate a semi-regular survey so we can gauge members' interests and satisfaction levels

Responsibility 3: Analysis and Administration

- Establish metrics and data reporting to monitor the success of each initiative.
- Conduct an annual targeted uplift mailing
- Conduct an annual targeted gift aid phone campaign
- Implement a plan to promote life membership

General

- The job holder is required to follow and comply with all policies and procedures of Somerset Wildlife Trust which include our health and safety and safeguarding procedures, ensuring the personal safety of all staff, volunteers, young people and vulnerable adults.
- To carry out other duties relevant to your post as reasonably required by your line manager.
- To reflect the Somerset Wildlife Trust Values in all areas of work.
- To work collaboratively with other Wildlife Trusts to share learning and achieve greater impact collectively.
- Somerset Wildlife Trust is committed to creating a more digital culture across the organisation. We aim to become more collaborative, agile and efficient through the use of digital technology. A basic level of digital skills is expected of all staff with the opportunity to improve these skills with career progression.
- Somerset Wildlife Trust has an Equality, Diversity and Inclusion Plan and is committed to continuing to improve the equality, diversity and inclusion of every aspect of our work; we know we need to engage with everyone to live our Values and achieve our goals. We welcome applications from everyone and are happy to discuss any accommodations or arrangements that would make the recruitment process better for you, and the working environment should you be employed.

PERSON SPECIFICATION

To succeed in this role you will need to demonstrate:

	<i>Essentials</i>	<i>Desirables</i>
Qualifications	Educated to degree level or equivalent experience in fundraising, marketing, customer care, or a related field.	Evidence of continuing professional development relevant to fundraising, digital marketing, or data analysis. Full UK driving license.
Experience/Knowledge	<p>Practical understanding of digital marketing tools and techniques, including social media advertising, lead generation, and email journeys.</p> <p>Demonstrated success in supporter/customer retention, stewardship, or donor/customer engagement initiatives.</p> <p>Experience planning and delivering events (online and in person).</p> <p>Working knowledge of databases or CRM systems, data reporting, and evaluation metrics.</p> <p>Working knowledge of GDPR.</p>	<p>Professional experience delivering successful membership or supporter recruitment campaigns, ideally within a charity or conservation context.</p> <p>Understanding of environmental or wildlife conservation issues.</p> <p>Experience of using a charity or fundraising database/CRM such as Raiser’s Edge.</p> <p>Awareness of current trends in membership fundraising or audience development.</p>
Skills	<p>Strong written and verbal communication skills, with the ability to write engaging copy and deliver confident presentations.</p> <p>Creative thinking and problem-solving skills for testing new ideas and improving ROI.</p> <p>Excellent organisational skills and attention to detail when managing multiple projects.</p> <p>Ability to build productive working relationships with colleagues, volunteers, and members.</p> <p>Excellent communicator with a proven track record in developing strong relationships with colleagues and supporters/customers.</p>	<p>Analytical ability to interpret campaign data and identify insights for continuous improvement.</p> <p>Competent in using digital tools for marketing, analysis, and event delivery (e.g., social media platforms, Eventbrite, MS Excel).</p>
Attributes	An excellent team player, but also able to work on own initiative & with a high degree of autonomy.	Passionate about wildlife, conservation, and inspiring others to take action for nature.

	<p>Warm and approachable with the ability to establish trust and build strong, consistent relationships.</p> <p>High level of IT competence & excellent knowledge of Microsoft Office applications.</p> <p>A genuine commitment to supporter/customer satisfaction.</p> <p>Flexible and open to change, willing to trial new methods and learn from results.</p>	
--	--	--



**Somerset
Wildlife Trust**



**Somerset
Wildlife Trust
Consultancy**

SOMERSET WILDLIFE TRUST'S WORKING VALUES AND EXPECTATIONS

Developing Somerset Wildlife Trust

To deliver our Wilder Somerset 2030 plan we, Somerset Wildlife Trust, will need to build our charity, be clear in our priorities and ensure our own actions support our aims. We have a new set of Values that will inform all our decision-making and actions to bring about nature's recovery across Somerset.

- We are passionate about nature.
- We believe everyone can contribute to nature's recovery.
- We love Somerset - its amazing wildlife and its communities.
- We are confident and brave in standing up for nature.
- We encourage innovative thinking and action for nature's recovery.

To deliver our strategy we will:

- Support, inspire and enable others to act while leading by example.
- Develop a Climate and Environment Strategy that delivers on our own environmental commitments within the Trust covering all areas of our operation and land use including procurement, utilities, facilities, and transport to achieve carbon neutrality by 2030.
- Use our resources efficiently and effectively, harnessing the diversity, talent and commitment of our staff and supporters.
- Expand our supporter base and sources of income, including through embracing new opportunities to generate income streams that are compatible with our strategic goals and maintain financial stability.
- Embrace new ways to grow our impact and reach, with a particular focus on expanding our digital knowledge and experience.

