



**Suffolk**  
Wildlife Trust

# Senior Supporter Development Officer

Suffolk Wildlife Trust is an inspiring and impactful organisation with a compelling vision for our county “A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help”.



Suffolk Wildlife Trust is the county's nature charity – protecting and restoring Suffolk's wildlife

Since the Trust was founded in 1961, we have been leading conservation efforts in Suffolk and have safeguarded some of the county's most important wildlife areas as nature reserves.

As a grass-roots organisation, our vision for a “wilder Suffolk where nature is thriving and abundant because everyone is doing more to help” will be achieved by inspiring people and empowering communities to care and to act for nature, as well as managing our 60 nature reserves and advocating for wildlife.

In the decade to 2030, we are committed to scaling up our activities across the county, to bring nature back to Suffolk. Our aim is for 30% of our county to be connected and well looked after for nature by 2030, so that our species and habitats can recover and thrive – and for 1 in 4 people to be actively helping to achieve this.



## Our Ambition

To protect and restore 30% of Suffolk's land and sea for nature's recovery

Credit: Gavin Bickerton-Jones

# The Senior Grants Officer role

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As the Senior Supporter Development Officer, you will be responsible for planning, coordinating and delivering an exceptional supporter journey, while enabling evidence-based decision-making. You will also lead the Membership Team in efficiently administering our membership programme, ensuring consistent, high-quality engagement with all members. Through these efforts, you will provide critical reporting and insights to drive sustained membership growth and make a tangible impact on our work across Suffolk.

This role is central to realising Suffolk Wildlife Trust's vision of "A Wilder Suffolk" by expanding and engaging our membership base, you will help us reach our strategic goals of connecting and caring for 30% of the county's habitats by 2030, and inspiring 1 in 4 people to actively support this mission. Through your leadership, we will strengthen our capacity to bring nature back to Suffolk and secure a healthier, more vibrant future for the county's wildlife and people alike.



**Could this be your next career move?**

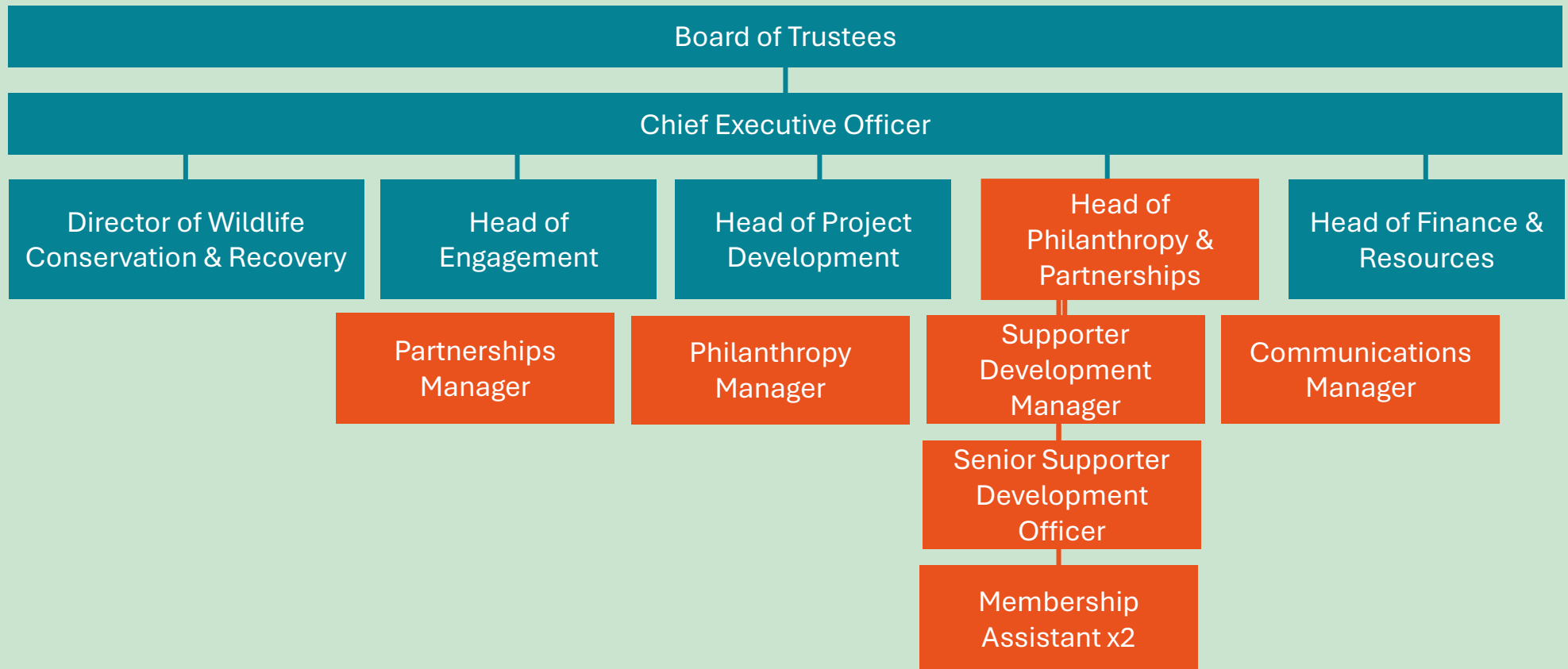
This is an exciting career opportunity and the chance to make a real impact for nature



# Department structure

Suffolk Wildlife Trust is an organisation that makes a difference.

We are a registered charity with a Board of Trustees, 100 members of staff, 1,300 volunteers and 28,000 members. The Trust is part of The Wildlife Trusts – a UK federation of 46 local Wildlife Trusts through the UK that together has a powerful collective voice with over 850,000 members and caring for more than 2,300 nature reserves. Suffolk Wildlife Trust have five departments, each with a senior leader or ‘Head of’ responsible for a key area of activity and a team of Managers who bring operational leadership to their area of activity.





Every staff role has three key areas of focus known as the “Power of 3” to support our mission to bring nature back. Typically, you should expect to spend 80% of your time on these:

## 1. Membership Growth

- Work with the Supporter Development Manager to create and deliver engaging on and offline acquisition strategies to support year on year membership growth.
- Provide an exceptional supporter journey to all members ensuring they feel inspired, valued and understand the difference they make to nature in Suffolk.
- Use Charity CRM to provide management reports on membership recruitment and retention and provide insight from the database to inform the development and planning of membership as required by the Supporter Development Manager.
- Lead the Membership Assistants to ensure effective processing of new members, lapses, renewals, payments & Gift Aid.
- Manage membership enquiries via telephone and email in-boxes.
- Organise magazine mail outs to members and co-ordinate the volunteer delivery network.
- Provide annual statistics for SWT and RSWT impact reporting.

## 2. Database Management

- Responsible for the day-to-day management of the fundraising database (Charity CRM) ensuring that all supporter data is accurate and compliant in line with GDPR and PECR regulations.
- Help produce guidance and protocols as needed to maintain the integrity of the database and consistency as the number of users grows, constantly reviewing and making recommendations for continuous improvements.
- Responsible for processing Gift Aid and ensuring opportunities are maximised to increase income, adhering to all HMRC regulations.

## 3. Supporter Experience and Insights

- Support the wider team to deliver an exceptional supporter experience, in particular working with the Philanthropy Manager and Partnerships Manager to co-ordinate supporter ‘thank yous’ and ‘the difference you make’ communications across the team.
- Work with the Philanthropy Manager to co-ordinate appeal mailings to members in line with GDPR requirements.



**Our organisational culture matters to us and enables us to achieve more for wildlife.**

Your role description explains the three key areas of focus of your role. What is equally important is how you do it. Suffolk Wildlife Trust is a gutsy organisation - we show courage, determination and spirit, learning from experience and embracing new ideas.

We are driven by our shared values and passion for nature and support each other – staff and volunteers - to be the best we can to deliver for nature.

We constantly strive to communicate and collaborate brilliantly, representing Suffolk Wildlife Trust in a friendly, professional and well-informed manner.

## Supporting Colleagues

This is a cross-team role, providing support to colleagues and our wonderful volunteers through the systems and processes you manage, and your can-do attitude and approach.



## Our Culture Fosters Leadership

We empower our teams with a ‘freedom within the framework’ approach



Barn Owl

- A personal commitment to Suffolk Wildlife Trust's mission to bring nature back.
- Enthusiastic about our vision and eager to share impact stories and champion the cause.
- Significant experience in supporter or membership development, particularly focusing on both acquisition and retention.
- Supporter stewardship and creation of tailored supporter journeys.
- Principles of legacy and/or major donor fundraising.
- Proven experience of using and managing a Customer Relationship Management (CRM) system for data entry, reporting, and analysis (Charity CRM system desirable)
- Track record of creating and delivering successful marketing or fundraising campaigns (offline and online).
- Working knowledge of Data Protection legislation.
- Experience supervising or managing teams (desirable).
- Experience with statistical reporting to inform strategic membership or fundraising decisions.
- Knowledge and experience of Gift Aid processing and HMRC compliance.
- Experience of engaging and coordinating volunteers.
- Excellent communication skills (verbal and written), able to deliver inspiring messages and cultivate positive relationships with supporters and members.
- Strong interpersonal and attention to detail skills.
- Competent in using Microsoft 365 including Teams.
- An understanding of the environmental or wildlife sector and its supporter base (desirable).

## Terms and Conditions

This is a permanent, full-time position working 37.5 hours per week (Monday to Friday) based at our Head Office in Ashbocking. The starting salary will be between £28,000 and £32,675 per annum, depending on skills, knowledge and experience.

Suffolk Wildlife Trust values flexibility and welcomes applications from individuals seeking part-time hours. We also support flexible working arrangements, including opportunities for homeworking, with the expectation that team members will spend more time working together in person than apart. Further details regarding working patterns and flexibility will be discussed during the interview process.

## Employee Benefits

Annual leave entitlement starts at 33 days per annum (FTE including Bank Holidays), increasing annually to 38 days plus employees receive an extra day off for their birthday. We offer a 9% employer pension contribution with no employee contribution required, free 24-hour Employee Assistance Programme, free life insurance from day one of employment, free access to a private GP and discounts on everyday shopping.

As part of our team, you'll join a passionate organisation dedicated to enhancing the natural world, with opportunities to work across some of the most beautiful locations in the county.



# How to apply

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To apply for this opportunity, please submit an application via our website by 9:00am on Monday 10 March 2025. The application process will include uploading a CV and cover letter.

If you would like an informal discussion about the role, you can email me on: [nicola.martin@suffolkwildlifetrust.org](mailto:nicola.martin@suffolkwildlifetrust.org).

Thank you for your interest in bringing your talents, experience and skills to Suffolk Wildlife Trust. I look forward to receiving your application.

Nic Martin  
**Membership Manager**



Red Deer Stag



**Suffolk**  
Wildlife Trust



**Together, we can create a  
wilder Suffolk for everyone**

Registered charity no. 262777