



ROLE DESCRIPTION AND PERSON SPECIFICATION

Senior Supporter Development Officer

BASE OF WORK:

Brooke House

REPORTING TO:

Supporter Development Manager

RESPONSIBLE FOR:

Membership Assistants

VOLUNTEER MANAGEMENT

Volunteer manager tasks include leading on volunteer recruitment, onboarding, work parties, recognition and day-to-day management of volunteers.

CONTRACT OF EMPLOYMENT:

Permanent

ROLE PURPOSE

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](#)”.

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.

As the Senior Supporter Development Officer, you will be responsible for planning, coordinating, and delivering an exceptional supporter journey, enabling evidence-based decision-making, and leading the Membership Team in the efficient administration of our membership programme. This role is vital to achieving Suffolk Wildlife Trust’s vision of “A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help.”

By growing and engaging our membership base, you will help us reach our strategic goals to ensure 30% of the county is connected and well cared for by 2030, and that 1 in 4 people are actively contributing to this effort. Through consistent, high-quality engagement with all our members, you will provide critical reporting and insights to drive sustained membership growth, enabling us to scale up our activities and contributing to a Wilder Suffolk.

MAIN RESPONSIBILITIES

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.

Use your skills and experience to contribute holistically to the Trust's vision for a Wilder Suffolk.

PERSON SPECIFICATION

- 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).

OUR CULTURE

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.

ADDITIONAL INFORMATION

- The role may entail some evening and weekend working.
- The role requires an interest in working for a charity that is determined to protect wildlife for the future and for the people of Suffolk.
- The role requires the ability to drive, including a full driving licence and use of a vehicle, though pool vehicles may sometimes be available.
- The post holder will be subject to a Basic DBS check.

WILD ABOUT INCLUSION

Suffolk Wildlife Trust is committed to an inclusive and diverse workplace where everyone is welcome. As a conservation charity, we recognise the importance of diversity in both nature and our workforce of staff and volunteers. We strive to ensure that everyone feels valued and empowered to contribute to our vision of “A Wilder Suffolk where nature is thriving and abundant because everyone is doing more to help”.