

Membership Development Officer **Grade: 6**

Directorate: Marketing & Supporter Development **Location:** London

Reporting to: Retail, Admissions & Membership Manager

Main function of post: To maximise all opportunities for Membership Recruitment at the London Wetland Centre, with an emphasis on improving conversion rates amongst non-member visitors.

Supervisory responsibilities: Membership Recruitment Staff & Volunteers

Hours worked: 37.5 hours per week

Working pattern: 5 days per week on rota basis with substantial weekend working and bank holidays as and when required. Fixed-term contract to cover maternity leave.

Main duties of the post

1. Principally, to lead on all aspects of membership and adoption signups at the London Wetland Centre, from initial engagement to completion of administration, proactively encouraging paying visitors to take up the offer of WWT Membership, to meet or exceed agreed targets
2. To lead a small team of membership recruitment staff and volunteers to deliver all aspects of the Membership recruitment operation at the London Wetland Centre
3. To monitor Walks and Talks at the Centre to ensure membership and adoption messages are included
4. In liaison with the Supporter Development Directorate at HQ, deliver on-site training and coaching to staff and volunteers, in line with new recruitment initiatives, techniques and administrative processes
5. Working closely with all Centre Heads of Department to raise the profile of membership recruitment across all teams within the Centre
6. To work effectively in planning own time and staff and volunteer rotas, fulfilling administration

duties under direction of the Retail Manager and relevant Centre HODs as appropriate

7. To attend local off-site events to promote and recruit new memberships, as required
8. To ensure all work areas and staff working practices comply with best practice Health and Safety and other (e.g. DDA) legislative standards, ensuring the implementation of WWT's Health and Safety policy and all other initiatives as necessary

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Date raised: March 2014

Amended: June 2018

Person Specification

1. Qualifications

Essential:

- Good basic education to GCSE standard or equivalent, including English and Maths

2. Experience

Essential:

- Experience gained within a membership-driven organisation
- Experience gained within a customer facing role
- Excellent communication and customer service skills
- Excellent organisational skills
- Experience of dealing with external enquires, especially by phone
- IT skills including ability to use word processing and spreadsheet software

Desirable:

- Experience gained within a charity
- Experience of supporting induction activity

3. Managerial & Supervisory

Essential:

- Allocate duties to deploy volunteers and paid membership recruiters at the Centre
- Undertake training and induction of recruiters with the support of the HQ Supporter Development team

Type of staff	Number managed	Number supervised
Employed Staff	0	0
Volunteers / Casual Workers	0	Up to 14
Contractors	0	0

4. Responsibility

Essential:

- Ability to work on own initiative
- Ability to support the General Manager, the centre recruitment team and external recruiters and agencies as required

Levels of Responsibility:

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	0
Cash Handling	£5k annually
Assets (required for job, exc. buildings)	£500
Visitors (per annum)	210,000+

5. Creative Ability

Essential:

- To engage and interact with visitors in an informative and creative manner especially when selling membership
- To motivate others and to get the best out of people

6. Contact

Essential:

- The post holder will be expected to liaise extensively with WWT colleagues both at the Centre and at Slimbridge HQ
- Excellent communication skills

General Notes

This position will require working out of office hours, such as at weekends. Therefore the post holder would be expected to be available during such times by arrangement, with time off in lieu given.