



## Job Description

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**Post:** Membership Marketing Manager

**Grade:** 10

**Centre:** HQ, Slimbridge

**Directorate:** Marketing

**Reporting to:** Head of Membership

**Main function of post:** This role will work at the heart of WWT's Marketing and Supporter Development Directorate. The post holder will deliver on a range of objectives including membership communications, audience segmentation and supporter analysis, as well as membership campaign development and delivery.

**Supervisory Responsibilities:** Membership Executive

**Hours worked:** 37.5 hours per week

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### Main duties of post:

1. To work with the Head of Membership and other colleagues to devise the membership communications plan and to drive appropriate marketing to members and bird adopters to support membership and adoption revenue targets.
2. To work with colleagues across membership and fundraising to maximise the number of and lifetime value of supporters, and lead on expanding our analytical capabilities to achieve this. To maximise and translate data into actionable marketing insights.
3. To assist the membership executive in managing the quarterly membership magazine and other membership and bird adoption publications within relevant timelines and budgets.
4. In association with the membership executive ensure that all aspects of regular business information reporting is accurate and timely.
5. To manage the appropriate expenditure and income budgets for each work area.
6. To advise, co-ordinate and deliver market research requirements to enhance our supporter understanding and development.

**7.** To act as a deputy to the Head of Membership when required.

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.

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**Date raised:** June 2007

**Date Amended:** August 2011

## **Person Specification**

### **1. Qualifications**

#### **Essential:**

- Educated to degree level or equivalent, preferably in a business/marketing discipline.

#### **Desirable:**

- Post graduate qualification in marketing (CIM/CAM/IDM Certificate)

### **2. Experience**

#### **Essential:**

- Experience gained in a marketing communications or direct marketing role
- Solid experience of managing and using fundraising or CRM databases for marketing purposes with a good level of technical understanding
- Project management experience in a marketing context
- Proficient at analysis and statistics, and comfortable in evaluating campaign results
- Excellent written and verbal communications skills
- Experience in managing and editing printed publications
- Demonstrable skills in the use of MS Windows based applications

#### **Desirable:**

- Experience of commissioning and managing CRM change projects
- Commissioning and managing external agencies
- Experience within a membership organisation or within a visitation attraction would be useful
- Experience in using Visual Alms databases
- Experience in working with financial systems
- Experience in tendering processes and contract negotiations
- Experience in data cleansing tools

### **3. Managerial & Supervisory**

#### **Essential:**

- Responsible for the allocation of duties and defining priorities for the Membership Executive
- Required to set objectives and carry out appraisals for the Membership Executive
- Strong advocacy, people-centred approach, influencing skills

<b>Type of staff</b>	<b>Number managed</b>	<b>Number supervised</b>
Permanent Staff	1	0
Volunteers / Casual Workers	0	0

#### **4. Responsibility**

##### **Essential:**

- The post holder will be required to handle confidential information and data and therefore needs to ensure compliance with the Data Protection Act and HMRC Gift Aid Regulations
- Budget management responsibility
- Must be able to respond quickly to the campaign environment
- Must be able to work under pressure to meet tight deadlines
- Must be a skilled copywriter with a strong eye for detail
- Must be able to prioritise their own workload and work with minimal supervision

#### **Levels of financial responsibility**

<b>Type of Responsibility</b>	<b>Level (£'s)</b>
Expenditure (exc payroll)	Over £100k
Cash Handling	n/a
Assets (required for job, exc buildings)	Over £100k
Visitors (per annum)	Over £200k*

\* A major part of this role encourages visitation across all Centres of both members and paying visitors

#### **5. Creative Ability**

##### **Essential:**

- Copywriting/editorial skills and the ability to evaluate good copy and design
- Can use data to create actionable marketing insights

#### **6. Contact**

##### **Essential:**

- Strong communication skills, and ability to present a case to internal staff group, external groups and agencies, lead discussion and influence outcomes
- The role will also involve being able to work alongside colleagues and volunteers effectively and dealing with members of the public

#### **General Notes**

This is a full-time position, which will from time to time; require work during some evenings, weekends and public holidays to meet the needs of the post.

A current driving licence is essential as travel to other WWT locations is a requirement of the post.