



**Post:** Supporter Acquisitions Manager

**Grade:** 10

**Directorate:** Marketing & Supporter Development

**Location:** HQ/Slimbridge

**Reporting to:** Head of Individual Giving

**Main function of post:** To lead on the development and delivery of the supporter recruitment strategy in order to meet and exceed recruitment targets. To be responsible for recruiting new supporters through all acquisition channels, in particular face-to-face (both on-site and off-site) and via digital channels. To support WWT Wetland Centres to maximise supporter recruitment at their sites.

**Supervisory responsibilities:** Supporter Recruitment Executive, 3 Membership Recruiters (2.8 FTE), casual Membership Recruiters (currently 8) and a volunteer. Plus functional responsibility for 4 Membership Development Officers (managed by WWT Wetland Centres).

**Hours worked:** Normal working hours will be 37.5 hours a week. In addition to normal hours of work, this role is required to work those hours necessary to fulfil the requirements of the position to the satisfaction of the Trust.

**Working pattern:** Monday to Friday with occasional weekend work

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### Main duties of the post

1. Work with the Head of Individual Giving to develop and deliver the Individual Giving strategy, leading on a growth strategy for the acquisition of new supporters. Manage or coordinate the delivery of this strategy across different delivery teams, including offsite, centre recruitment and HQ digital teams
2. Work with the Head of Individual Giving to develop and deliver supporter journeys which ensure individual supporters have an optimum experience with WWT and to maximise life-time giving
3. Work alongside the Insight Team to produce business intelligence and data analysis for development, planning and strategy development
4. Develop the use of digital channels in particular to grow WWT's supporter base

5. Enable the supporter recruitment teams at centres to achieve and exceed recruitment targets, reviewing and potentially challenging existing practices, providing advice and coaching, and ongoing support
6. With the support of the Supporter Recruitment Executive, recruit, manage and maintain a team of membership recruiters to recruit members in the geographical areas around our wetland centres
7. Develop and maintain marketing and display materials to aid recruiters, both at WWT centres and offsite, and ensure consistency of brand image at all times
8. Work with the Supporter Recruitment Executive to provide appropriate training materials and deliver training sessions to recruiters, both at WWT centres and offsite
9. Be responsible for ensuring that WWT adheres to all legislation (including GDPR) and fundraising standards guidelines regarding supporter recruitment

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:** December 2018

**Amended:**

# Person Specification

## 1. Qualifications

**Essential:**

- Educated to Degree standard or equivalent

## 2. Experience

**Essential:**

- Track record of consistently meeting and exceeding six figure fundraising targets with considerable experience of supporter acquisition
- Creating and delivering effective strategies and action plans
- Experience of using direct and digital marketing techniques, and face-to-face recruitment in the charity sector
- Understanding of a broad range of online and offline channels, payment mechanisms and financial models
- Using data analysis to produce business intelligence and inform fundraising models
- Recruiting and managing offsite teams

**Desirable:**

- Fundraising within a membership organisation
- Matrix management of delivery staff

## 3. Managerial & Supervisory

**Essential:**

- Experience of managing staff including setting objectives and managing performance
- Ability to lead and motivate target driven teams, ensuring they are able to meet and exceed their targets

| Type of staff               | Number managed | Number supervised |
|-----------------------------|----------------|-------------------|
| Employed Staff              | 4              | 4                 |
| Volunteers / Casual Workers | 12+            | 0                 |
| Contractors                 | 0              | 0                 |

## 4. Responsibility

### *Essential:*

- Achieve agreed annual recruitment numbers and income targets
- Able to adopt a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets
- Evaluate return on investment and manage budgets
- Ensure strong team performance
- Ensure team compliance with data protection regulations

### *Levels of Responsibility:*

| Type of Responsibility                    | Level (£'s) |
|---|-------------|
| Expenditure (exc. payroll)                | £100k+      |
| Cash Handling                             | £250k+      |
| Assets (required for job, exc. buildings) | £10k        |
| Visitors (per annum)                      | N/A         |

## 5. Creative Ability

### *Essential:*

- Ability to use insight to identify opportunities for growing support
- Ability to develop opportunities for engaging new supporters in WWT's work

## 6. Contact

### *Essential:*

- Excellent communication skills, both written and verbal, including confident and capable presentation skills
- A highly professional approach to building and maintaining relationships across an organisation

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## General Notes

Whilst this post is based at WWT Slimbridge, regular travel including to other WWT locations is a requirement of the role. A current driving licence is essential. This position will also from time to time require work during some evenings, weekends and public holidays to meet the needs of the post.