

Membership Officer

Job description and specification

Marwell Wildlife is dedicated to the conservation of wildlife and other natural resources.

As a charity, we are action oriented and at the forefront of conservation work around the world, working in partnership with communities, statutory agencies and other non-governmental organisations.

We engage with over 35,000 children and young people through our conservation educational programmes, and welcome over 500,000 visitors each year to our 140 acre zoological park. In every contact we seek to encourage understanding, and inspire care for the natural world.

Role Profile part one – Role Requirements (Job Description)	
Job Title:	Membership Officer
Grade/Salary:	Available on request
Hours:	35 hours per week over 5 days, occasional weekend and evening work.
Location:	Membership cabin, Marwell Wildlife
Reports to:	Membership & Adoptions Manager
Management:	None
Role Purpose and Role Dimensions	To be a key contact for annual member enquiries and to process annual membership applications both accurately and promptly using Raisers Edge and our internal database.
Key Internal Contacts:	Membership & Adoptions Manager Marketing & Fundraising Team IT Finance
Key External Contacts:	Possible guests to Marwell Wildlife Ennisfield – printers administering our renewals programme
Financial Dimensions:	To support the Membership & Adoptions Manager in delivering the membership and Gift Aid income targets.

<p>Key Accountabilities and Result Areas</p>	<p>Data processing:</p> <ul style="list-style-type: none"> - Ensure that all membership application details are recorded accurately on Raiser's Edge (RE) from face to face, phone, post and online applications. - Ensure that all applications are processed within 28 days - Fulfil annual membership packs. - Process membership renewals, capturing requests and actions for further information on RE. <p>Delivery of membership benefits</p> <ul style="list-style-type: none"> - Face to face contact with our guests in the membership cabin, up selling to membership and promoting our other fundraising initiatives. - support the delivery of the annual membership events programme, including 4 talks each year plus the Picnic in the Park - Sell benefits of annual membership in every prospect contact to drive recruitment - Contribute to Marwell News, e-newsletters and e-shots in promoting annual member activities - Manage bookings for Oryx Club and liaise with our other groups like the Marwell photography group. <p>Data integrity and security</p> <ul style="list-style-type: none"> - comply with Gift Aid and Data Protection guidelines as defined by the Membership & Adoptions Manager - use Address look up in adding new members <p>Grow membership base</p> <ul style="list-style-type: none"> - Promotion of membership and its benefits in the park or at outside events - encourage Direct Debit uptake as a tool for "tying" members in <p>Exemplary customer service</p> <ul style="list-style-type: none"> - answer any annual membership enquiries promptly and politely
<p>Other Considerations:</p>	<ul style="list-style-type: none"> • Identify with and contribute to Marwell Wildlife Brand Values, mission and charitable objectives • Adhere to health and safety policy and procedures, identify hazards and undertake appropriate risk assessments as required

Role Profile part two – Person Specification

Qualifications	<ul style="list-style-type: none"> • GCSE maths and English or equivalent qualification
Experience	<ul style="list-style-type: none"> • Customer facing role – confident in addressing customer queries and complaints • Previous experience in a membership environment is preferable • Experience of Raisers Edge or other database is preferable • Direct Debit experience is preferable • Data processing • Working as part of a team • Basic understanding of health and safety requirements
Skills and Abilities	<ul style="list-style-type: none"> • Strong attention to detail – essential in maintaining data integrity on our databases • Persuasive – able to articulate benefits and win support – especially in recruiting new members or promoting Gift Aid • Methodical – happy to follow a defined process but willing to share improvements as identified • Excellent verbal communication – happy to talk to a diverse mix of annual members either face to face or by phone • Highly organised – able to structure work according to deadlines and agreed service levels without compromising data quality • I.T skills – competent in use of Microsoft office applications • Numeracy skills
Other	<ul style="list-style-type: none"> • Available to work occasional evenings and weekends • Interest in wildlife and conservation
Living the values	<ul style="list-style-type: none"> • Warm and welcoming in every annual member contact
Charitable outputs	<ul style="list-style-type: none"> • Reinforcing how essential annual memberships are to the viability of the charity