



Job and person specification: Membership and Legacy Officer

Department: Engagement & Income

Location: National CPRE, London

Reporting to: Membership and Community Manager

Responsible for: n/a

Job summary - the big picture

Maximise acquisition of new members and the development of existing members to grow income, through planning and implementing a wide range of direct marketing approaches, across multiple income streams, via diverse media channels including digital and face to face fundraising.

Scope

- Will make recommendations but also some low-risk decisions, getting sign-off for higher risk ones
- Will influence team and county groups at a medium level
- To give advice and share expertise and knowledge of Membership and Community Manager with other departments and groups within CPRE
- To be the first point of contact for enquiries relating to the M&C team
- To support the M&C Manager where necessary to help achieve targets and goals via our membership programme.

Key people – who you will be working with

- Internally – own team and other teams
- CPRE Network – county groups and volunteers
- External - stakeholders including suppliers, creative partners, external consultants

Main areas of responsibility - the day-to-day work

- Work with Manager to develop new messages, offers and activities to acquire, retain, upgrade, reactivate and convert members through a range of channels, both on and off line
- Work with the Manager to help achieve and deliver key objectives as well as annual income targets in the Membership strategy
- Plan and project manage a range of activities/communications at the same time from start to finish, on- and off-line
- Develop good understanding of team's income and expenditure budgets, and ensure each project is operating within budgetary constraints and accounting to your processes
- Analyse and manage data to ensure the right targets or potential new audiences are selected for any acquisition, stewardship, conversion or lead generation campaigns



- Proactive cross-team working with key stakeholders to ensure opportunities are maximised
- Analyse campaign results to determine their effectiveness and to inform operational plans and future strategy
- Ensure the required collaboration and communication throughout the network regarding membership and all activity developments
- Support the network in their fundraising and membership development activities, upskilling in areas as required
- Attend internal project groups as a representative of the Membership and Community team, reporting back as required and feeding into cross-team activity plans
- Develop and update all process documents for all activities as necessary
- Work with the manager on the marketing and promotion of legacy and in-memory giving through various media including print and digital, and provide support to the bespoke stewardship programme to maximise long-term engagement and propensity to legacy giving
- Proactive responsibility for keeping up to date with relevant competitor activity and issues affecting the fundraising sector, including changes in regulations to ensure our activities are compliant
- Develop professionally and take responsibility for own development through learning, networking, self-appraisal and other opportunities for growth
- To manage the promotion and distribution of the membership toolkit to the network groups
- Support colleagues and other teams as needed

Selection criteria – what you need to do the job

- Ability to communicate effectively, orally and in writing, for both internal and external audiences
- Understanding of supporter motivations and fundraising techniques available to maximise engagement and giving
- Strong supporter/donor relationship-building skills
- A proven track record in planning and delivering successful direct marketing activities across a range of channels that includes any of the following: print, digital or social media
- Knowledge of Code of Fundraising Practice and other relevant sector regulations
- Understanding and experience of audience segmentation
- Experience of using a CRM system for managing supporters and generating relevant reports
- Ability to work accurately and to a high standard whilst managing multiple deadlines
- Collaborate and build effective working relationships, both internally and externally, with a diverse range of people
- Proactive and forward-looking in approach to work
- Able to influence and negotiate with key stakeholders, customers and partners
- Enthusiastic, driven and motivated towards the achievement of targets
- Experience of working with third party suppliers/agencies and managing 'day to day' relationship with care and professionalism
- Proven experience of managing and delivering Membership or direct marketing acquisition and/or retention campaigns or projects

Occasional evening and/or weekend work may require some flexibility in working hours from time to time. All staff are expected to be self-sufficient in administration and fully able to work with relevant IT including Microsoft Office 365, Internet search engines, and customer relationship management (CRM) systems.