



**Gloucestershire**  
Wildlife Trust

## Supporter Development Manager

# Job description

Do you know what it takes to successfully grow an Individual Giving portfolio? Are you someone who really understands what makes a fantastic supporter journey? Do you have an eye for innovation and trying new things? If you've just answered yes, we would love to hear from you.

We have an ambitious strategy to put nature into recovery across Gloucestershire by 2030 and Individual Giving is key to achieving this goal. You will be key to developing and managing the low level Individual Giving and Membership programme. The ideal person will have experience of line management and managing Individual Giving acquisition and retention campaigns through a multi-channel approach.

Place of work: Visitor Centre, Robinswood Hill Country Park

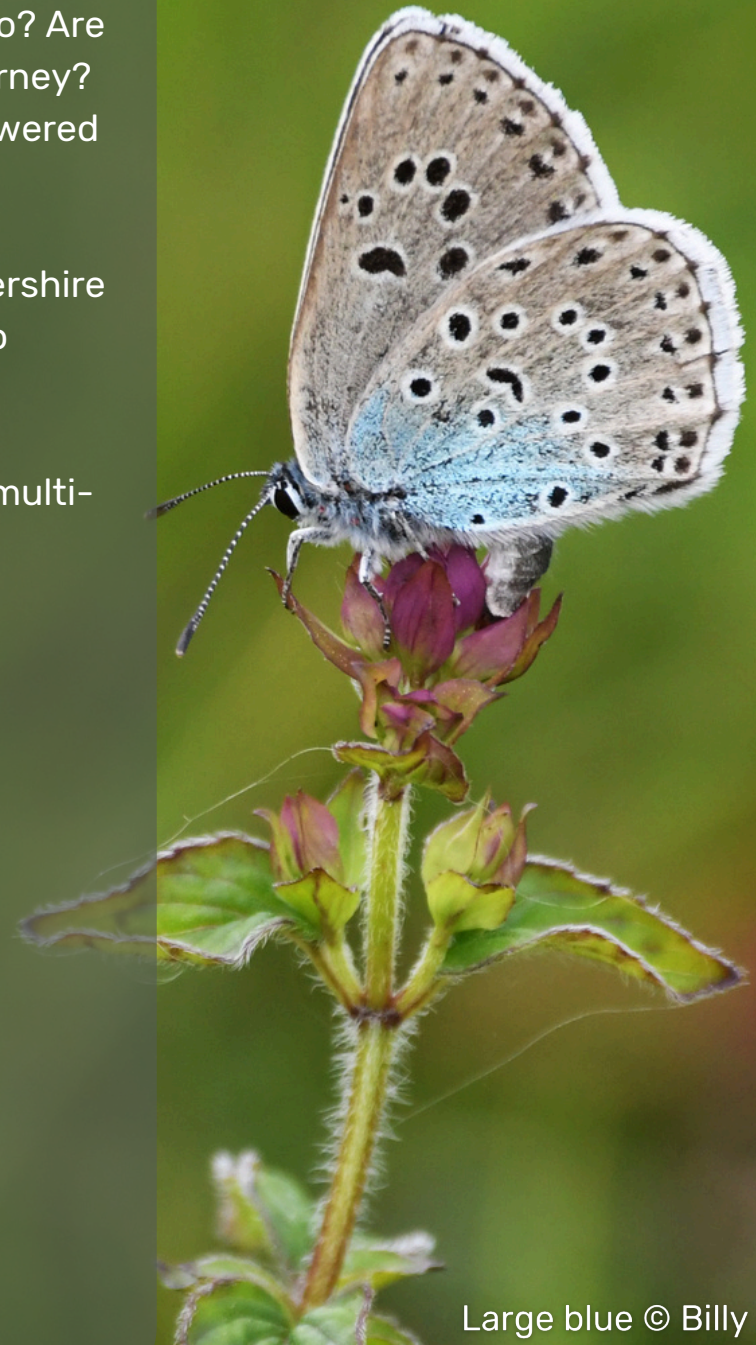
Salary: £35,690 - £38,934

Term: Full time Permanent, 35 hours per week

Responsible to: Head of Supporter Development (HoSD)

Responsible for: Supporter Development Assistant x 2

Liason with: All teams and roles in the organisation



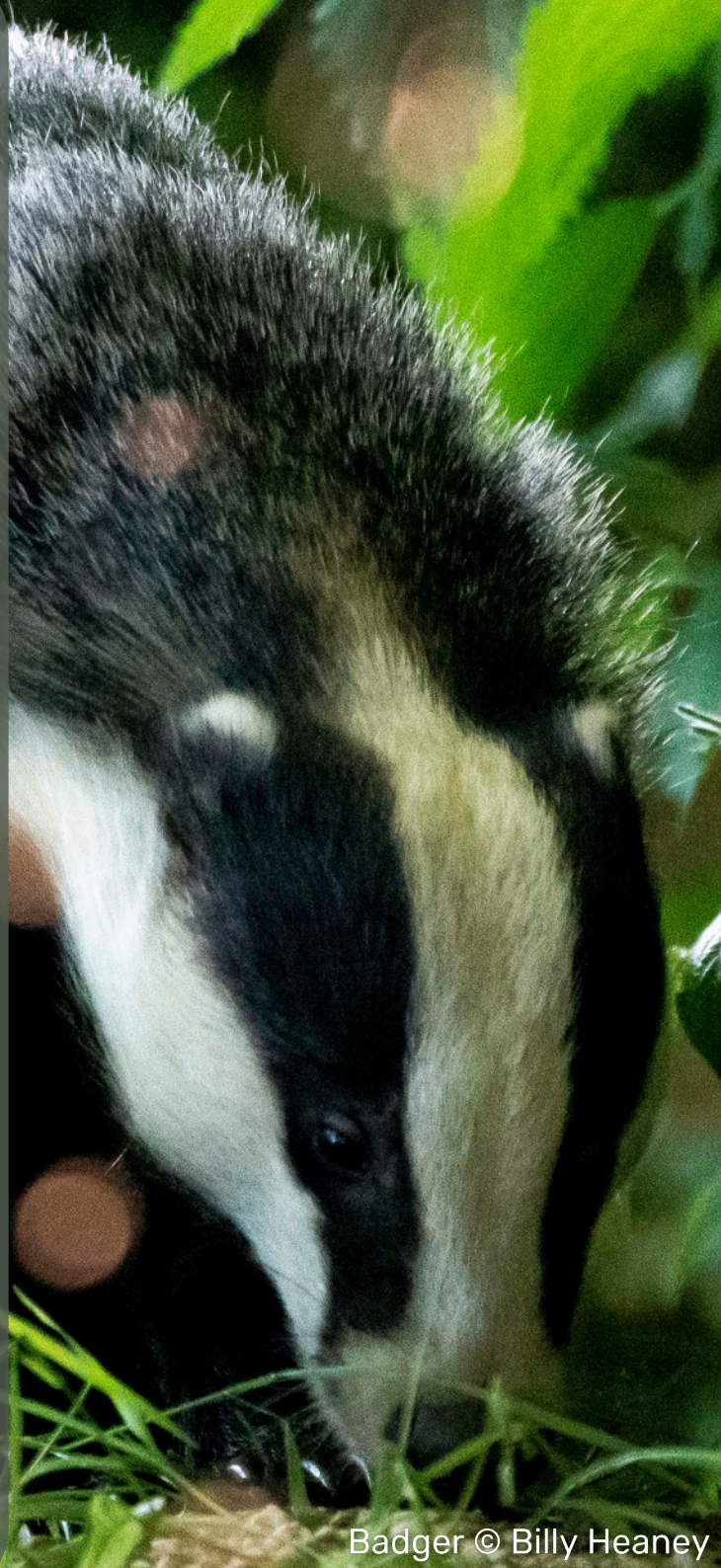
Large blue © Billy Heaney



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# Introduction to the role

The role is responsible for managing the well established membership programme, exploring new ways to reach new potential members, overseeing the supporter journey including recruitment, retention, reactivation and stewardship of all types of supporters with the aim of increasing income. The programme requires liaison with internal and external stakeholders including agency management to build strong relationships for the successful delivery of campaigns and strategies. The role will also manage the supporter care team to ensure supporters have a positive experience with the Trust.





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# Introducing Gloucestershire Wildlife Trust

We are Gloucestershire Wildlife Trust – the largest membership organisation in the county dedicated to local wildlife. We own and manage more than 60 nature reserves across the county, all of which offer free access for visitors. 28,000 members in Gloucestershire support our work, with hundreds regularly volunteering time and commitment.

Our mission is a simple one – to value nature. Our ambition is to restore, recreate and reconnect Gloucestershire's wild places. We want everyone in Gloucestershire to value, enjoy and share the natural world.

Our priorities are outlined in our Strategic Plan: Wild Places, Natural Solutions – <http://www.gloucestershirowildlifetrust.co.uk/about-us/who-we-are/strategic-plan>

Our vision is ambitious, but we believe we can deliver it by:

- Creating bigger, better, more connected wild places where people and wildlife can thrive
  - Inspiring more people and communities to take action for wildlife
  - Leading on 'natural solutions'; championing the value of what wildlife can do for us
  - Growing our resources, influence and reach to shape a strong, resilient organisation

Gloucestershire Wildlife Trust manages over 2,500 acres of land, from wetlands in the Severn Vale and heathland in the Forest of Dean, to limestone grasslands in the Cotswolds and a large ancient woodland at Lower Woods in South Gloucestershire. In addition to our community programmes, we have a vibrant programme of work outside our reserves, supporting farmers and landowners to deliver bigger, better and more connected landscapes where wildlife can thrive.

Gloucestershire Wildlife Trust expects its staff, paid and unpaid, to carry out their duties in a way which consistently exceeds the regulations and expectations of society at large in matters ethical and environmental. The Trust will ensure that its staff receives appropriate training and development opportunities based on a documented personal annual appraisal.



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# Gloucestershire Wildlife Trust Values

Our values reflect each of us being:

**A CARING COLLEAGUE** – supportive and honest

**Behaviours:** We are considerate, honest and fair. We make time for each other and actively listen to others concerns or barriers before responding and finding solutions together.

**ROOTED IN OUR COMMUNITIES** – making nature inclusive

**Behaviours:** We respect each other's views and recognise and value our different backgrounds and lived experiences.

**CHAMPIONS FOR WILDLIFE** – passionate and pioneering for nature's recovery

**Behaviours:** We have an urgency for action. We are open to new ideas, encouraged to take risks together, finding creative solutions and learning from our mistakes.

**ARC** symbolises the values we stand for, we have a shared culture with smooth connections between all parts of our organisation.

# Outline of main responsibilities

## Manage Individual Giving & Membership programme

- Lead on the project management and delivery of Individual Giving campaigns to new and existing supporters through a multi-channel approach.
- Develop and manage test programmes including new contactless donation technology and lottery programmes.
- Maintain operations for the membership recruitment programme, including liaison with the face to face agency and delivering membership acquisition campaigns.
- Develop and manage the membership retention programme including welcome calls, retention mailings and member events. Analysing lapse rates, and reporting to the Head of Supporter Development (HoSD), making recommendations to test different approaches to engage supporters and improve retention.
- Deliver campaigns to increase gift aid contributions from supporters through direct mail and identifying opportunities to maximise gift aid.
- Devise, implement and deliver a programme of agreed fundraising initiatives to achieve targets. Researching fundraising opportunities and trends, including an annual competitor review, and report quarterly key findings to the HoSD and wider team.
- Manage the supporter care team and the development of response handling and fulfilment processes.
- Oversee CRM system processes ensuring the accuracy of data for reporting, analysis and data extraction.

## Retail offer

- Lead on the development and management of our retail offer, including new product research, back office management, stock management and processes for support staff.

# Outline of main responsibilities

## Income and expenditure budget and reporting

- Contribute to the formation of annual budgets for the Individual Giving programme.
- Manage and monitor income and expenditure, ensuring all campaigns are cost effective and remain within target.
- Report to the HoSD on all areas of responsibility to ensure campaigns are cost-effective, and maximise income, monitoring success metrics.
- Ensure that all activities conform to the Fundraising Regulator's code of practice, data protection regulations, Gambling commission regulations where applicable and all other relevant industry regulations.

## Project Management

- Manage the relationships with creative and media agencies for Individual Giving campaigns, being responsible for ensuring the programme stays on time and on budget.
- Contribute to the CRM team in the management and maintenance of the CRM and support the organisation with CRM data needs.
- Responsible for analysing and producing data selections for direct marketing activity, including all segmentation and contributing to strategies.
- Monitor, evaluate and report on key performance indicators across all areas of the Individual Giving programme.

# Outline of main responsibilities

## Relationship Management and Liaison

- Develop good relationships with key internal contacts from all directorates.
- Work with the Communications Team to support delivery of all digital campaigns.
- Work with copywriter and in-house designer to produce content for fundraising materials e.g. supporter newsletter updates, website and social media

## Compliance

- To ensure that all activities conform to the Fundraising Regulator's code of practice, data protection regulations, Gambling Commission regulations where applicable and all other relevant industry regulations.

## General

- Be proactive in supporting other members of the Fundraising Team.
- Keep health and safety matters as the overriding determinant at all times and in all circumstances
- To undertake other tasks and activities commensurate with this role
- Present a friendly, professional, confident and tidy appearance



## Experience and knowledge

### Essential:

- Experience of line management
- Ability to report and meet deadlines
- Experience of using CRM systems
- Experience of data analysis
- Excellent organisational skills and the ability to manage a varied workload
- Ability to manage priorities and workload

### Desirable:

- Degree or equivalent
- Membership of IoF or CIM
- Previous charity fundraising experience
- Experience of delivering fundraising targets
- Direct Marketing techniques
- Budgeting experience
- Fundraising best practice and code of conduct
- High degree of initiative and self-reliance and the ability to work independently and prioritise effectively and manage work under pressure







# Person Specification

## Skills:

- Excellent written and verbal communication skills
- Good financial skills with a high degree of accuracy
- A strong eye for detail

## Qualities:

- Enthusiasm to learn and for making improvements and efficiencies in existing processes
- Confident, outgoing, positive self-starter
- Enthusiasm, motivation and dedication
- Passionate about the importance of wildlife and the natural environment.



# Terms of Employment

This is a Permanent full-time post (35 hours per week) and is subject to a six-month probationary period. Due to the nature of the Trust's work, occasional evening or weekend work may be necessary for which time off in lieu is given.

We offer a rounded benefits package to include life insurance of three times salary, a contributory pension scheme with generous employer contributions and an employee assistance programme. The postholder is entitled to 21 days paid leave per year pro rata (rising to 30 days through service) in addition to public holidays and Christmas closing period as well as two volunteering days. Other discounts and benefits are available too.

Our office facilities are at Robinswood Hill Country Park in Gloucester. Your hours of work will be 9am-5pm with a 1 hour lunch break.

It is the nature of the work of Gloucestershire Wildlife Trust that tasks and responsibilities are, in many circumstances unpredictable and varied. All staff are, therefore, expected to work in a flexible way when the occasion arises where tasks that are not specifically covered in the Job Description are undertaken, including providing cover for absent staff in order to maintain organisational effectiveness.

As part of its commitment to investing in its people, GWT trains and supports its staff in the delivery of their duties. Advice will be given in drawing up a personal development plan and all suggestions considered according to resources available and the over-riding priorities of the Trust. An appraisal process is carried out every year.

The post holder will be consulted by the Chief Executive prior to any proposed major changes to duties and responsibilities and reasonable notice will be given before implementation.



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# Equality, Diversity and Inclusion

Gloucestershire Wildlife Trust is committed to encouraging equality, diversity and inclusion among its workforce, and eliminating unlawful discrimination, harassment and victimisation. The Trust's policy is to provide equality, fairness and respect for all staff, whether temporary, part-time or full-time; ensure no unlawful discrimination against the Equality Act 2010 protected characteristics of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race (including colour, nationality, and ethnic or national origin), religion or belief, sex and sexual orientation; and to oppose and avoid all forms of unlawful discrimination. A full copy of the policy is available on request.





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# How to apply

To make an application, please send a covering letter and CV to [hr@gloucestershirewildlifetrust.co.uk](mailto:hr@gloucestershirewildlifetrust.co.uk) by Midnight Friday 7 March 2025

Interviews will be held in person Wednesday 19 March 2025

Thank you for your interest in this position and we look forward to receiving your application.

