



Role Profile

Job Title	Membership Development Officer	
Role Profile Title	Membership Development Officer	Pay band 5
Department		
Location	South West Scotland Regional Office	
Reports to	Senior Public Affairs Officer	
Direct Reports (including Volunteers)	Volunteers	
Job Purpose	To achieve membership income targets and key performance indicators (KPIs) through face-to-face fundraising activities at public events and sites across the region/country, in order to grow support to achieve the RSPB's overall purpose of Saving Nature.	
<p>The RSPB have generic role profiles linked its pay and reward structure which our job vacancies are aligned to. These include a list of indicative key result areas and requirements for the role.</p> <p>More specific details on the role can be found in the job advert and accompanying job pack.</p>		
Key Result Areas		
<ul style="list-style-type: none"> ❖ Attend events, private site locations and/or nature reserves (as required) using sales techniques, storytelling, and utilising wildlife spectacles when at specific events, to enthuse and inspire the public to join the RSPB, ensuring that nationally agreed individual membership recruitment targets and key performance indicators are achieved. ❖ Communicate using RSPB brand values and guidelines (particularly when speaking with members of the public and when using branded materials on the membership display stand) to ensure that the RSPB brand is presented consistently and correctly. ❖ To advocate a positive 'can-do' membership culture amongst colleagues and volunteers within the site/region/country, so that more membership conversations take place, from a wider range of the RSPB workforce, with a higher proportion of those conversations resulting into members of the public joining and a greater membership income for the RSPB. ❖ To provide feedback on locations and events to the membership venue booker and Line Manager, so that type of events and venues are identified which maximise membership opportunities. ❖ Ensure any expenditure incurred is in agreement with your Line Manager so that the membership budget remains within agreed limits. 		

- ❖ Embrace the standards and practices described in the RSPB people engagement manual to deliver excellence in customer service to members of the public at private sites, events and at RSPB nature reserves so that non-members choose to join and existing members continue their supporter journey with the society.
- ❖ Using performance management and leadership tools, manage seasonal Membership Development Assistants and volunteers (when required to do so) to provide support to the face-to-face membership operation. This will be achieved by setting up at events, private site venues and nature reserves so that more events can be attended resulting in a better return on investment and by engaging in conversation with members of the public so that more new members are recruited to the RSPB.

Key Contacts and Working Relationships	
Internal	External

<ul style="list-style-type: none"> ❖ Senior Membership Development Officer and/or Membership Development Manager/Site Manager/Visitor Operations Manager - line management; target setting; and performance management. ❖ Membership Venue Booker – will assign membership recruitment venues and relevant information about each venue. Two-way communication via email, phone and in person will be required to ensure information about venues and performance at venues is accurate so that the venue booker information needed to deliver ongoing improvement in membership recruitment figures and KPIs. ❖ Seasonal Membership Development Assistants – using recognised performance management tools to ensure seasonal Membership Development Assistants achieve nationally agreed membership targets and KPIs in liaison with Visitor Operations Manager/Visitor Experience Manager for reserve based staff. ❖ Close liaison with site teams when working at nature reserves/reserve events to support integrated delivery and ‘one team’ approach. ❖ Volunteers to assist in the delivery of recruitment events - Volunteers may help with setting up of events and engaging with members of the public and recruiting new members. ❖ Face-to-face staff within the region/country - promote the importance of membership recruitment amongst colleagues, encouraging others to recruit new members and to recognise the achievements of others who recruit members so that membership recruitment increases, resulting in greater income and return on investment and more conservation delivery. 	<ul style="list-style-type: none"> ❖ Contacts at venues to ensure that opportunities and relationships at both private sites and events are fostered. ❖ The public - will be the main point of engagement for recruiting new members for the RSPB. ❖ Official supplier of membership recruitment resources – communicate via phone/email to order membership recruitment material and ensure timely delivery to member.
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Financial Responsibility

- ❖ This role is responsible for specific budgets (including projects). Responsible means:
 - ✓ Monitors spend against targets whilst minimising risk
 - ✓ Decides on appropriate expenditure to meet objectives
 - ✓ Manages day-to-day procurement of goods and services, including selecting appropriate suppliers and contractors.

Essential qualifications

1. GCSE English and Maths

Essential knowledge

2. N/A

Essential skills

3. An excellent verbal communicator
4. Experience of sales or fundraising in a face-to-face environment
5. Ability to work under pressure
6. Has the ability to motivate yourself and others around you
7. Understanding of Microsoft office
8. Can deliver a high level of customer care
9. Ability to engage with a wide range of people face to face

Essential experience

10. Experience of delivering and achieving targets

Desirable qualifications, knowledge, skills and experience

11. Has experience in delivering wildlife and conservation messages to a range of audiences
12. Has been involved with charitable fundraising via face-to-face methods
13. Has experience of working with volunteers
14. Ability to work long periods of time alone
15. Takes satisfaction in achieving targets
16. Able to perform administrative tasks and to deliver accurate reporting to given timescales.

How we expect you to work

The RSPB has seven key competencies that are important to our organisation's success. We expect all employees to demonstrate these competencies in everything that they do. The heading descriptors of the seven competencies are:

Direction:

You ensure you have a clear direction and sense of common purpose that guides what you do and how you approach your work.

Energy:

You bring energy and urgency to the RSPB to motivate people to do the best they can.

Capability:

You build your own and other people's capabilities, directly and indirectly.

Relationships:

You communicate effectively and build productive internal and external relationships.

Change:

You support continuous improvement and change and constantly look for way to do things better.

Advocacy:

You act as an advocate for the RSPB.

Performance:

You get things done, achieve ambitious goals and the RSPB's aims.

In line with these competencies, the following behaviours are essential upon appointment to this particular role and will need to be part of what you do for you to add value to the RSPB:

- ❖ Demonstrates enthusiasm for their work and the RSPB (through consistently achieving set targets and KPI's)
- ❖ Creates energy in people around them (regarding membership recruitment and beyond) Is an advocate for what the RSPB stands for and is trying to achieve
- ❖ Generates support for RSPB.
- ❖ Consistently looks for ways to improve the way things are done
- ❖ Demonstrates an interest in their own personal development

Additional Information

- ❖ This role involves regular travelling around your respective region/country.
- ❖ This role will require the ability to transport bulky and heavy including small marquees, display equipment and boxes containing materials around the region/country in RSPB supplied vehicles.
- ❖ This role will require some heavy lifting (up to 30kg).
- ❖ This role will involve lone working.
- ❖ This role will require regular weekend and evening working.
- ❖ This role will require regular working over bank holidays.
- ❖ This role will require occasional travel within the UK.
- ❖ This role will require occasional overnight stays away from home.
- ❖ Employees are expected to carry out their job responsibilities in an environmentally aware manner, ensuring as little damage to the environment as possible. Our aim is to ensure all resources are utilised effectively and efficiently.
- ❖ The RSBP works for a healthy environment for all and we therefore expect you to take action in accordance with our Environmental Policy and objectives. Together we can make a positive difference for our world.
- ❖ In the RSPB, volunteers are a major resource and make a vital contribution to the RSPB's aim to take action for the conservation of wild birds and the environment. Employees are responsible for encouraging, developing and supporting volunteers in their work for the RSPB.