

MEMBERSHIP OFFICER

Candidate Pack – September 2024



**Hawk and
Owl Trust**



WELCOME

The Hawk and Owl Trust is a national UK charity (1058565) founded in 1969 and is dedicated to conserving owls and birds of prey in the wild and increasing knowledge and understanding of them.

We create and manage nesting and roosting sites and advise on feeding habitats for birds of prey; carry out practical research; and welcome visitors to our wildlife reserves in Norfolk and Somerset, education centres and outreach projects.

Governance of the Trust is by a board of 8 Trustees who meet four times per year. A Chief Operations and Executive Director oversees the day-to-day running.

We are looking for an exceptional Membership Officer and Administrator to join our team and help us to realise our plans for the Trust over the next few years further to the announcement of the retirement of our existing member of staff.

The Officer will play an essential role in managing our membership system, which has undergone significant improvements over the last two years. The officer's responsibilities also include interacting with our current members and motivating and recruiting new members and subscribers. You will become part of a small yet energetic team, and we will provide all the support needed for your success. This role presents a genuine opportunity to contribute to the ongoing growth of the organisation and play a crucial role in the conservation of these splendid birds, while also aiding a charity in achieving a transformational impact.

If this sounds like the sort of challenge that excites and energises you, we can't wait to hear from you. Together we can make a valuable contribution to protecting these birds, their habitats and their future.



Adrian Blumfield

Chief Operations Director

JOB DESCRIPTION

JOB TITLE:	Membership Officer
LOCATION:	Office based at Sculthorpe Moor Nature Reserve - Norfolk
POSITION TYPE:	Part-time days and hours by agreement (to include a Monday or Tuesday). (Total - 9 hours per week, with weekend and evening working as and when required) Office Opening hours (08.00 – 16.00)
SALARY:	The full time salary for this positions is £24,000 - £26,000 per annum. This position is part time therefore the working hours are equal to 24% of full time hours. Therefore the commencing salary based on pro-rata hours is £5,760 - £6,240 pa.
START:	ASAP

The Membership Officer is responsible for overseeing the development, implementation, and management of membership programs and services.

This role involves member recruitment, retention, and engagement, as well as ensuring that members have a positive experience.

The Membership Officer will work closely with the Operations Director to develop marketing campaigns, provide excellent customer service, and analyse membership data to optimise programs.

KEY RESPONSIBILITIES

Membership Recruitment:

- Develop and implement strategies to attract new members.
- Collaborate with the Operations Director to create promotional materials and campaigns.
- Attend networking events and conferences to promote the organisation's membership offerings.

Membership Retention & Engagement:

- Build and maintain strong relationships with current members.
- Monitor membership satisfaction and respond to member inquiries or concerns.
- Develop programs and benefits to increase member engagement and satisfaction.
- Coordinate member events, workshops, or webinars to provide ongoing value.

Member Onboarding:

- Manage the onboarding process for new members to ensure a smooth experience.
- Conduct orientations or welcome calls to introduce new members to the organisation's services.

Member Data Management:

- Maintain and update the membership database with accurate information.
- Analyse membership data to identify trends, growth opportunities, and areas for improvement.
- Generate reports on membership statistics, including renewal rates, member demographics, and engagement metrics.

Membership Renewal Process:

- Develop and implement processes for membership renewals and dues collection.
- Send renewal reminders and follow up with members at risk of lapsing.
- Manage the invoicing and payment processing for membership fees.

Customer Service:

- Provide exceptional customer service to members by addressing inquiries and resolving issues.
- Ensure that member communications are clear, professional, and timely.

Hawk and Owl Trust

Membership Officer

Collaboration:

- Work closely with other departments (e.g., marketing, events, communications) to ensure that membership services align with overall organisational goals.
- Collaborate with volunteers or committees responsible for membership-related activities.

Budget and Financial Oversight:

- Assist in managing the membership budget, including tracking expenses and revenues.
- Provide input on membership pricing and benefits.
- Processing of BACS & Gift aid claims.
- Reporting and answering queries from the Finance Officer.

SKILLS & QUALIFICATIONS

- Experience/Qualifications in marketing, business administration, public relations, or a related field (preferred but not always required).
- Previous experience in membership management, customer service, or sales.
- Strong organisational and multitasking abilities.
- Excellent communication and interpersonal skills.
- Experience with customer relationship management (CRM) software.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint).
- Ability to analyse data and generate reports.
- Strong problem-solving and conflict-resolution skills.
- Ability to work independently and as part of a team.

KEY COMPETENCIES

- **Attention to Detail:** Accuracy in managing membership records and renewals.
- **Customer Focus:** A commitment to delivering outstanding member experiences.
- **Communication Skills:** Ability to communicate effectively both in writing and verbally.
- **Time Management:** Ability to manage time effectively and meet deadlines.
- **Adaptability:** Comfortable in a fast-paced environment, and able to handle changes or unexpected tasks.
- Is a team player with the confidence to take the lead and guide other employees when necessary.

PERFORMANCE INDICATORS

- Membership growth rate.
- Membership renewal and retention rates.
- Member engagement levels (e.g., event participation, feedback).
- Satisfaction ratings from members.
- Timeliness and accuracy of membership data and reporting.

ADDITIONAL NOTES

- The ability to inspire and motivate others.
- To set and manage priorities.
- To work as part of a team
- To foster good working relationships with trustees, staff, volunteers, members and the general public.
- Creative and innovative approach to problem-solving.
- Efficient organisation of project work, including delivering on time and within budget.
- Ability to work proactively and independently and be self-motivated

How to Apply

Please send your up-to-date CV and a short cover letter (maximum two pages) telling us what you will bring to this role and why you want to work for the Hawk and Owl Trust.

Please enclose the details of two referees. One of these should be you last employer. These will only be contacted if your application is successful.

Hawk and Owl Trust

Membership Officer

Please submit your application preferably by:

- Email to: admin@hawkandowltrust.org.uk

Or post:

- Hawk and Owl Trust, Turf Moor Road, Sculthorpe, Fakenham, Norfolk NR21 9GN
marked for the attention of A Blumfield – Operations Director (Private & Confidential)

Closing date: 09:00 - Monday 7th October

First interviews: Week commencing 7th October.