

A red squirrel is perched on a weathered tree stump, looking down at a nut it is holding. The background is a soft-focus field of purple heather flowers under a bright sky.

ROLE PROFILE

Membership

Communications

Manager

GROW WITH US



**WOODLAND
TRUST**



OUR VISION

We're creating a world where woods and trees thrive for people and nature.



RESTORE

We restore the ecological condition of existing native woods and trees, to increase resilience and create conditions for nature and people to thrive.



PROTECT

We protect ancient, veteran and valuable woods and trees, to stop the loss of irreplaceable habitat and carbon stores, preserving the UK's natural heritage.



CREATE

We create quality native woods and get native trees growing to benefit nature, climate and people into the future.



OUR ORGANISATIONAL NATURE

Our Organisational Nature is at the heart of how we work together. It helps us understand what it means to be part of the Woodland Trust and empowers us to make an impact every day. Our people embody these ways of working, inspiring and enabling each of us to play a part in achieving our vision.

A greener, healthier future for our planet starts right here with you.



Grow Together

We are a team that grows together; made up of unique roles and expertise. We communicate effectively, forging partnerships inside and out, building understanding and trust, valuing differences and recognising each other.



Explore

We know exploration is important, it's how we come up with the best ideas. We won't always get it right but learn and share as we go. We are bold about who we are and encourage healthy challenge.



Focus

We create clarity and stay focused, ready to adapt when we need to. We are empowered to take the time to reflect so that we can develop and work smarter.



Make it Count

We need to create a lasting positive impact. We keep the big picture in mind, harnessing passion and inspiring others to connect with us as we aim to make a genuine difference.

JOB DESCRIPTION

Job Title: Membership Communications Manager

Job Code: WT0419

Salary: £34,230 - £37,500 pro rata

Reports to: Lead Retention and Engagement Manager

Department: Fundraising

Team: Supporter Development

Location: Hybrid / Grantham

Our Working from Home (Hybrid working) policy is flexible and the frequency of time spent working between your contracted office and your home will vary across teams and job roles.

DIMENSIONS

Scope (Strategic Influence)

Operates as a competent professional with minimum supervision

Business Skills (Leadership)

Proficient in role with professional knowledge and expertise

Complexity

Requires solving of routine problems

Autonomy

Completes work with a limited degree of supervision

Technical

May be accredited by a technical or professional body

WHAT YOU'LL DO

Main purpose of the job

To support the retention of the membership provision through the creation of journeys which deliver an outstanding member experience resulting in an increase in supporter satisfaction, engagement, and long-term commitment.

Key Responsibilities:

- Devise a fundraising plan including financial and other targets, which involves identifying and flagging up any risks and ensuring the income is allocated to the correct income streams and project.
- Ensure that delivery of a planned cycle of communications meets the needs of the members in a timely fashion and within the budget allocated.
- Make proposals and recommendations for change by regularly interrogating data and understanding the audience's motivations and behaviours accordingly.
- Ensure the Woodland Trust brand and tone is consistently reflected in all communications and that all activities align with the Supporter Development Plan and meet key organisational objectives.

WHAT YOU'LL DO

Key Responsibilities:

- Review and continually develop consistent business rules and processes for each touchpoint ensuring consistency, transparency and relevancy for the type of audience, delivering expectations and increased engagement and loyalty
- Manage the key stakeholders in delivery of planned cycle of communications ensuring that members' expectations are met on the agreed deadlines. Review and adjust communications following continuous review and development of the journey.
- Review and develop membership products against a set of models, such as market research, return on investment and life-time value ensuring this membership product is profitable and in demand
- Adherence with compliance and fundraising regulations within all communications.
- Respond professionally to member queries and complaints to manage member expectations and resolve issues, while striving for satisfaction and loyalty.

WHAT YOU'LL DO

Influence

- Influence our members to give more financially and remain with the Trust for longer, which in turn increases our fundraising income, by exceeding their needs in the communications and/or events.
- Build effective relationships with key internal stakeholders to develop effective and relevant business rules, communications and analysis, and review regularly.
- Influences, using expertise and knowledge with the wider Trust, e.g. knowledge of audience and their behaviours and motivations for joining, to control the volume of communication being sent.
- Use strong relationship skills, whilst working cross-functionally to prioritise change and encourage teams to identify areas for improvement within the Retention & Engagement Team and the wider Trust.
- Negotiate and delegate roles and responsibilities within the Retention & Engagement Team and wider teams ensuring that the result is achieved.
- Responsible for the expenditure of the allocated budget to support the memberships (individual activity, e.g. Broadleaf Member Magazine, Family Membership Seasonal Packs, Annual Review).
- Ensure the selection of the correct content and data for each communication

WE WANT YOU TO:

GROW TOGETHER

- **Collaborate with purpose** – collaborating effectively with others where it will add value and result in clear and positive impact.
- **Build relationships** – being approachable and developing positive relationships. Making connections internally and externally to pursue shared goals, expand learning opportunities and grow influence. Help others to connect and nurture positive relationships.
- **Communicate Effectively** – being clear and adapting communication styles to connect with others effectively.

EXPLORE

- **Evolve and continuously improve** – having the courage to question previously held beliefs and seeks out opportunities to continuously improve the way we work
- **Reflect and learn** – taking opportunities to reflect, learn and improve.

FOCUS

- **Adapt** – being proactive and flexible; able to take on board new information and respond effectively to a changing internal and or external environment.
- **Prioritise for impact** – building visions/ strategies/plans that have a clear purpose, set of outcomes, monitoring and evaluation and activity that is prioritised based on the impact they will have.

MAKE IT COUNT

- **Inspire and influence** – connecting people with what we do, inspiring and influencing them to stand with us for the benefit of the cause.
- **Deliver results** – getting work done in a way that is environmentally, financially and ethically sustainable, is considerate of people's wellbeing and always considerate of the broader impact.

PERSON SPECIFICATION

		Essential/Desirable (E/D)	Where
You'll have experience	Of working in a marketing role within a services organisation	E	Application/interview
	Delivering member or supporter communications through a variety of on- and off-line channels	E	Application/interview
	Writing strong copy and proofreading	E	Application/interview
	Working with suppliers and agencies	E	Application/interview
	Of effective face-to-face and written communication	E	Application/interview
You'll need to know	How to interpret insight to develop and improve supporter communications and to feed back to colleagues.	E	Application/interview
	How to challenge and influence whilst developing long lasting relationships	E	Application/interview
	How to work as part of a collaborative team to benefit the cause and supporter	E	Application/interview

PERSON SPECIFICATION

Essential/Desirable
(E/D)

Where

You'll have a desire to	Grow together	Communicate Effectively Collaborate with Purpose Build Relationships	E	Interview
	Explore	Reflect and Learn Evolve and Continuously Improve	E	Interview
	Focus	Adapt Prioritise for impact	E	Interview
	Make it count	Inspire and influence Deliver Results	E	Interview
You'll be qualified in	Marketing or similar		D	Application/certificate
You'll be subject to	Right to work check, standard reference check/enhanced reference check		E	Pre-employment check/certificate