



Application Guidelines

Membership Fundraising Officer

Thank you for your interest in the above vacancy. Please see below for the job description and person specification for the post.

Applicants must complete all the application papers – **the use of CVs in any way will not be accepted.**

Under the section headed 'Role Requirements' it is essential that applicants **clearly demonstrate through the use of examples** how they meet the essential and/or desirable criteria required for the post. It is not acceptable to simply restate the criteria. The shortlisting panel will not make assumptions and if applicants do not demonstrate, through examples, how they meet the criteria they will not be shortlisted to the next stage of selection.

Ulster Wildlife reserves the right to interview only those who demonstrate on their application form that they fully meet the essential criteria and desirable criteria. Ulster Wildlife reserves the right to apply additional criteria to facilitate the shortlisting process where necessary.

All applicants will be contacted regarding the outcome of their application. However, regrettably due to limited resources, Ulster Wildlife cannot provide feedback regarding your application.

Completed application and monitoring forms in Microsoft Word format should be returned by email to recruit@ulsterwildlife.org by 12 noon on Monday 07 October 2024. Interviews are provisionally planned for 22 and / or 23 October 2024.

Candidates who score above the minimum threshold during a recruitment selection process, but whose scores mean they are ranked lower than other successful candidates, may be kept on a reserve list for similar roles for a period of up to 12 months.

Ulster Wildlife makes employment decisions based solely on merit however any offer of employment is conditional on the receipt of two satisfactory references, certificates to support stated qualifications, and proof of the right to work in the UK. Please note Ulster Wildlife does not hold a Sponsor License.

Canvassing will automatically disqualify.

Ulster Wildlife supports the principles of equality of opportunity

Ulster Wildlife is committed to protecting the privacy and security of your personal information. You can read about how and why Ulster Wildlife uses your personal information here www.ulsterwildlife.org/privacy-notice.

JOB DESCRIPTION



Role:	Membership Fundraising Officer
Salary:	£22,749 (pro rata) plus Commission. Access to employer's contributory pension scheme - maximum 9% per annum.
Hours:	Full time (37.5hrs pw), part-time options will be considered. Weekend work will be frequent with occasional evening work.
Location:	Province wide. You will be required to travel to venues and events throughout NI; your contracted place of work will be based from home (for the purposes of claiming time and travel). You will be required to attend meetings and training at Ulster Wildlife Offices, 10 Heron Road, Belfast, BT3 9LE and occasionally at other Ulster Wildlife sites.
Contract:	Permanent. This post is subject to a 6-month probationary period.
Leave:	24 days per annum plus 12 days statutory holidays rising to 26 days following three years' service (Pro-rata)
Reporting to:	Membership Recruitment Team Leader
Other benefits:	Health cash-back plan, flexi-time system, mileage and expenses (within agreed parameters).

OVERVIEW

A strong membership base is a vital part of Ulster Wildlife's work to bring nature back to Northern Ireland. As a Membership Fundraising Officer, you will be responsible for signing up new regular-giving donors for the charity. Utilising face-to-face recruitment techniques (including transporting and setting up stands at third party venues and attendance at shows and festivals across Northern Ireland) the Membership Fundraising Officer will contribute towards the financial sustainability of the charity, by achieving agreed membership recruitment targets.

By joining the team, you will become a key ambassador for Ulster Wildlife and our work – helping the charity to raise its profile, increase our support base and deliver for local wildlife. You will enjoy the benefits of working to support some innovative wildlife restoration and protection projects.

DUTIES OF THE POST

- Carry out face-to-face membership recruitment activities including a mix of attending pre-booked shows, events and venues with a mobile display promoting Ulster Wildlife. Small business and community group membership recruitment may also take place.
- Achieve an acceptable level of new membership sign ups by Direct Debit, based on agreed targets.
- Understand the principals of Gift Aid and encourage prospective members to sign up to the Gift Aid scheme (if paying a sufficient amount of UK tax).
- Work with the Membership Recruitment Team Leader on the research and booking of venues/events for membership recruitment activities.
- Maintain and assist in the further development of positive relationships with pre-existing recruitment venue managers and staff.
- Provide feedback to the Membership Recruitment Team Leader on locations and events to maximize future membership promotion opportunities.
- Maintain and be responsible for recruitment equipment and recruitment aids.
- Develop and maintain an understanding of the work of Ulster Wildlife, its activities, nature reserves and membership offers.
- Accurately record and submit new members' information complying, at all times, with our Data Protection Policy and procedures.
- Attend any training/team meeting/events organised by Ulster Wildlife as well as monthly/half-year/annual supervision meetings.
- Work with the Membership Recruitment Team Leader to ensure all membership recruitment and fundraising activities are carried out in accordance with the Code of Fundraising Practice and other best practice promoted by the Fundraising Regulator and the Institute of Fundraising.

ADDITIONAL INFORMATION AND FAQ'S ABOUT THIS ROLE

- See separate FAQ's document with this Application Pack

ORGANISATION-WIDE RESPONSIBILITIES OF POST

While every member of staff has their own specific tasks and duties to perform on a day to day basis, there are also a number of additional areas of work that you will be expected to take part in for the overall development and delivery of the organisation's aims. These include:

- Keep up to date with Ulster Wildlife activity through regular contact with Ulster Wildlife's teams and by regularly visiting www.ulsterwildlife.org.
- Adhere to GDPR principles and fundraising regulations at all times.
- Act as an ambassador for Ulster Wildlife and create a positive impression at all times.
- Adhere to the relevant policies and practices of Ulster Wildlife at all times.
- Participation in the development and implementation of Ulster Wildlife's overall strategy and operational plan.
- Play a proactive and positive role in Ulster Wildlife's team.
- Support the fundraising and communications activities of the organisation.
- Identify and implement Learning & Development processes.
- Co-operate with and support volunteers and where appropriate supervise them.
- Ensure that contact with others is of a style and quality consistent with Ulster Wildlife's ethos.

No job description can cover every issue which may arise and subsequently the post-holder may be expected to carry out other duties broadly consistent with those itemised above.

PERSON SPECIFICATION

Essential Criteria

1. At least one year's full-time (or part-time equivalent) experience in a face-to-face sales, outbound telesales, promotions or fundraising role.
2. Demonstrable experience of working towards, and achieving, agreed financial targets.
3. The ability to inspire and influence verbally, asking for financial support from potential new members.
4. The confidence and capability to approach and build rapport with members of the public.
5. A demonstrable ability to work alone, without direct daily supervision.
6. Ability to perform administrative tasks, complete accurate records and submit paperwork according to agreed timescales.
7. Basic IT skills including use of a combined email & calendar service e.g. MS Outlook or Gmail.
8. Access to your own transport for business purposes which enables you to meet the requirements of the post in full.

Desirable Criteria

1. Experience of recruiting donors for a voluntary/community organisation.
2. Knowledge of the Code of Fundraising Practice and Data Protection principles.
3. An enthusiastic interest in local wildlife and nature conservation.

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