

CPRE Sussex Members, Supporters and Fundraising Senior Officer

Job Description & Person Specification

Hours:	Part-time, 0.5 FTE/18.75 hours per week, some flexibility over when they are worked, but includes occasional evening or weekend working
Salary:	£35k pro rata, plus expenses
Contract:	1-year with possibility of extension
Location:	Will need to be able to work from our office near Uckfield on at least 1 day per week; flexibility over location for other hours
Holiday:	25 days per year plus Bank Holidays pro rata
Responsible to:	Director

Purpose of role:

To grow our influence and capacity by retaining and increasing the number of CPRE Sussex's members, supporters and volunteers, securing significant income from individual givers, and to build project partnerships with critical stakeholders

Key responsibilities:

To grow the number of CPRE Sussex members and supporters by:

- Building a more detailed picture of our members and supporters and their needs
- Developing a recruitment and retention strategy for members and supporters to meet the organisation's overall strategic goals on membership, volunteering and income
- Developing our events programme to help people experience and learn about the Sussex countryside, its nature, heritage, culture and more
- Working closely with other staff and members of our communications working group to produce timely print and digital member and supporter communications
- Working closely with Sussex and national CPRE colleagues to deliver activities to recruit and retain new members

To involve a greater number of volunteers by:

- Recruiting, managing and supporting a growing number of volunteers across all areas of our work, including inducting and organising training for new planning volunteers, and being a supportive contact for the planning network as a whole.

To develop our income in line with financial targets by:

- Developing and delivering a strategy to increase income through regular giving, cash appeals, legacies and significant gifts from High Net Worth Individuals.

To support the wider organisation by:

- Working with the Director to develop new partnerships with other organisations in Sussex that might support the above programmes and new projects and campaigns.
- Providing advice and expertise to colleagues including the Director and Trustees across all our work as necessary.
- Undertaking any additional duties in line with the purpose of the role as requested by the Director

Person Specification

Skills and experience	
Essential	Desirable
Experience of developing and delivering a successful membership and fundraising strategy	
Track record of hitting income-generation and/or membership recruitment targets with energy and drive	Experience of delivering success in one or more of the following fundraising channels: regular giving, cash appeals, major donors and legacy giving
Strong face-to-face and telephone communication skills, to inspire and motivate a diverse range of people	Networking and presentation skills
Strong skills in writing persuasive and engaging communication for different audiences	
Experience of supporting members and/or volunteers, and an understanding of, and empathy for, their needs	
Good understanding of Microsoft 365 environment including strong skills in Excel, Word, Outlook	Knowledge of Sharepoint and some experience managing databases/CRM systems would be an advantage
An ability to work both independently with limited supervision, and as part of a tight-knit team	
A flexible and 'can-do' attitude	
A commitment to environmental issues and the Sussex countryside	A broad understanding of how decision-making, especially in the planning system, works in Sussex and the UK
The ability to deal with information in a confidential manner and respond with sensitivity	Knowledge of the application of GDPR rules