



## Role Profile

<b>Job Title</b>	Face to Face (F2F) Membership Venues Officer	
<b>Role Profile Title</b>	Face to Face (F2F) Membership Venues Officer	<b>Pay band 6</b>
<b>Department</b>		
<b>Location</b>		
<b>Reports to</b>		
<b>Direct Reports (including Volunteers)</b>		
<b>Job Purpose</b>	This role is responsible for planning, negotiating, and securing high quality internal & external events and venues. This maximises the opportunities for the F2F Fundraisers to recruit new members, maximise our return on investment (RoI) and meet the RSPB's strategic goal of reaching 1.5 million members by 2030.	
<p><b>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.</b></p> <p><b>More specific details on the role can be found in the job advert and accompanying job pack.</b></p>		
<b>Key Result Areas</b>		
<ul style="list-style-type: none"> <li>❖ Secure event and venue bookings for a cohort of membership fundraisers, planning up to 6 months ahead, to create a tailored calendar for membership fundraisers to attend.</li> <li>❖ Meet and exceed all targets and KPIs associated with the venue booking role, including number of shifts booked, minimum weeks ahead, venue quality and travel distance to enable F2F Membership income and RoI for the RSPB.</li> <li>❖ Research and identify venue opportunities and match these to the membership fundraiser locations and skillset to build a varied calendar of events and opportunities.</li> <li>❖ Negotiate the best possible price for the best possible pitches at external venues to achieve the best RoI.</li> <li>❖ Ensure venue managers and event organisers have an excellent supporter experience with us, to raise the RSPB's profile.</li> <li>❖ Use communication skills, both verbal and written, and influencing skills to secure access to high-quality fundraising locations with the best possible pitch position, price, and frequency of attendance.</li> </ul>		

- ❖ Identify the requirements of our venue partners, including communications & health and safety requirements, ensure all compliance paperwork is in place to minimise risks of injury and reduce damage and litigation to the RSPB.
- ❖ Proactively respond to last minute changes, using their knowledge to effectively problem solve at short notice to maintain a full rota
- ❖ Create and maintain accurate records on a Customer Relationship Management (CRM) database for reporting purposes and so venue performance can be regularly reviewed,
- ❖ Adhere to GDPR and information management standards for venue contacts to ensure accurate reporting on compliance and regulatory requirements for the Chartered Institute of Fundraising.
- ❖ Be an advocate for membership across the whole organisation, fostering a culture which results in effective cross team working between F2F and Reserve teams

<b>Key Contacts and Working Relationships</b>	
<b>Internal</b>	<b>External</b>

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| <ul style="list-style-type: none"> <li>❖ F2F Membership Venues Manager – line management; target setting; and performance management.</li> <li>❖ F2F Membership Fundraiser – collaborate to plan and review calendar of events, venues and reserve attendance within locality through two-way communication. Ensure accurate translation of venue information and venue feedback to deliver ongoing improvements in membership volume and income.</li> <li>❖ F2F Area Manager – plan and review events expenditure vs income targets to inform decisions made with the F2F Membership Area Managers, Operations Managers and Venues Manager on future venue attendance to achieve best Rol.</li> <li>❖ Other Membership Venue Officers – peer-to-peer sharing of best practice and innovation.</li> <li>❖ RSPB Reserve colleagues – plan and communicate when working at nature reserves to support integrated delivery and 'one team' approach.</li> <li>❖ Quality and Standards Manager &amp; Logistics Officers – uphold reporting requirements for CloF regulation.</li> </ul> | <ul style="list-style-type: none"> <li>❖ Decision makes and other stakeholders at membership venues – establish and maintain regular contact with decision makers at new and existing venues, managing business relations between the RSPB and venues to increase the number of dates face-to-ace teams can attend and to explore further opportunities within each venue, such as more rewarding pitch positions, so that membership volume and return on investment increases.</li> </ul> |
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<b>Financial Responsibility</b>
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- 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.

<b>Essential qualifications</b>
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1. A-level education or equivalent

### **Essential knowledge**

2. Understanding of fundraising and what makes a good fundraising venue
3. Use of Customer Relationship Management (CRM) Systems

### **Essential skills**

4. Telemarketing skills
5. Persuasive communicator and negotiator with the ability to influence.
6. Proven excellent written and verbal communication skills
7. Able to deliver high level of customer service to both internal RSPB and external audiences.
8. Able to work under own initiative, with the confidence to ask for support and direction where needed.
9. Solutions focussed approach, with the ability to overcome set-backs and last minute changes in order to get the right outcome for the RSPB.
10. Able to organise oneself effectively and prioritise work in order to meet targets and KPIs.
11. Competent user of Microsoft Office, including Word, Excel, Outlook as well as bespoke CRM systems.
12. Effective planning skills
13. Ability to self-motivate with high levels of resilience to rejection
14. Attention to detail, performing tasks accurately and deliver reporting to given timescales.

### **Essential experience**

15. Proven experience in organising events and/or sales to meet agreed targets within a business or charity sector.
16. Experience of relationship development particularly through cold contacting potential clients and suppliers.
17. Proven ability to negotiate, particularly on price
18. Maintaining accurate data records
19. Proven ability to work independently as well as part of a team.

### **Desirable qualifications, knowledge, skills and experience**

20. Degree or equivalent
21. Understanding of F2F Fundraising including Private Site fundraising.
22. Working with volunteers.
23. Previous sales experience.
24. Enthusiasm and passion for wildlife and the environment

### **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:**

- ❖ Forms positive relationships with different people (effectively communicates with a range of providers to build productive relationships with regard to venues and events).
- ❖ Constantly looks for ways to improve the way things are done (to ensure bookings can be made and best pitches secured at favourable rates ensuring F2F membership officers have the best opportunity to recruit new members).
- ❖ Forms productive internal partnerships (within the membership team in order that communication is clear leading to a better understanding of what and who works well in venues ensuring that the right membership staff are at the right venues, delivering the right message and activity which means that membership recruitment income is maximised).

**Additional Information**

- ❖ This role will be based within an RSPB country office, within the defined operating area.
- ❖ This role will require occasional weekend and evening working.
- ❖ This role will require occasional travel within the UK.
- ❖ This role may require heavy lifting (up to 30kgs).
- ❖ This role will require occasional overnight stays away from home.
- ❖ The RSPB 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.