



MEMBERSHIP ACQUISITION OFFICER



INFORMATION FOR APPLICANTS FOR THE POST OF MEMBERSHIP ACQUISITION OFFICER

Thank you for your interest in being our **Membership Acquisition Officer**. This pack tells you more about the Ramblers, how we work, and details of the role and the people you'll be working with. It also gives information on how to apply.

About the Ramblers

The Ramblers helps everyone, everywhere, enjoy walking and protects the places we all love to walk. We are the only charity dedicated to looking after paths and green spaces, leading walks, opening up new places to explore and encouraging everyone to get outside and discover how walking boosts your health and your happiness.

Since 1935, the Ramblers have played a crucial role in:

- establishing National Parks
- establishing the first National Trail, the Pennine Way
- protecting paths and place them on definitive maps in England and Wales
- getting access to the countryside, including the Land Reform (Scotland) Act 2003, securing ancient freedoms and the Countryside and Rights of Way Act (2000) which opened up a million hectares of countryside in England and Wales
- helping people to go walking on friendly, group walks and with our and quality library of self-guided routes.

We are as relevant today as ever before. Our programmes and activities are many and varied. We provide:

- Self-guided routes for informal walking, including free, short routes for those new to walking
- Led group walks, including free health walks for those who need a helping hand to get started
- Outings, trips away and social events for our members
- Information and education to the public on places to walk, safety and equipment
- Advocacy and campaigning for a country designed for walking
- Monitoring and inspection of the path network and rights of access
- Maintenance and upgrading of path network

Volunteers are at the heart of everything we do. Other than small staff teams in London, Edinburgh and Cardiff, all our work is carried out by volunteers. Some 25,000 work 365 days a year, rain or shine, to deliver our mission.

This is an exciting time to be joining the Ramblers. In 2015, the Ramblers adopted a new vision and strategic framework. Under a new chief executive we are developing strategies, approaches and plans to help us achieve it. Come and join us, and be part of this vital period in our history.

Our vision and strategic framework

Our vision is a country where everyone enjoys the outdoors on foot and benefits from the experience.

Over the next ten years, we will focus on three ambitions to help us make our vision a reality:

A country designed for walking

We want everything to be in place in England, Scotland and Wales so we can all enjoy the outdoors on foot and benefit from the experience. This includes great places to walk; a true right to roam and path networks that connect people with communities, history, and nature; we want to ensure the right support from government, society, public and private organisations to help us achieve this. A walking country will enable and motivate more people to walk, as a means of transport, for their health and wellbeing, to help the environment or for the sheer joy of it!

Helping everyone find their feet

Walking can take you anywhere. We want to provide the support and resources everyone needs, regardless of their age, background, fitness or mobility, to enjoy and benefit from walking outdoors. We want to help construct the national and local policies and programmes that give individuals and communities the opportunity to go out and walk, and we want to educate them about how walking can improve their health and wellbeing.

Connecting people through the Ramblers

We want to improve the health and wellbeing of the public by providing our own communities of walkers with the best possible Ramblers experience. This includes leading high quality walks, facilitating outings and holidays that help people enjoy the best walking has to offer; producing expert resources so people can safely explore the outdoors themselves and connect with nature; and providing tailored support to individuals to help them progress from the sofa to the summits or the city street to the mountain peak.

We will do all this by leading from the front. Over the next ten years we will stand together with the outdoors community, inspire a new generation of walkers and continue to work in partnership to achieve our three ambitions.

Our priorities 2018 - 2021

As outlined in our strategic framework, we will “lead from the front” and invest in the five strategic priorities outlined below - to stimulate growth, to ensure continued value and relevance to our supporters, and to deliver our charitable aims over the coming decade.

We will invest in the five development priorities outlined below - to stimulate growth, ensure continued value and relevance to our supporters, and deliver our charitable aims over the coming decade.

TRANSFORMING OUR DATA, DIGITAL AND INSIGHT CAPABILITIES

We will create a suite of strategic capabilities including a data centre, insight hub, mobile apps and walk library with new creation and curation tools and a new website and communication system, to provide better insight and improved understanding of - and relevance to - to our supporters. This work will be led by our Director of Data Transformation and her team.

DEVELOPING A REGULAR CYCLE OF MAJOR CAMPAIGNS

We will deliver regular campaign activities throughout the year and innovative, awareness-raising approaches, to reach out and proactively involve supporters with our cause and deliver on our policy aims across all three nations. This work will be led by our Director of Advocacy and Engagement (A&E) and his team.

EXPANDING SUPPORT FOR VOLUNTEERING

We will develop our training, resources, policies and guidance for volunteers across the whole organisation. We will provide support for our walking activities, focusing on those delivering walks, path maintenance and area/group leadership volunteers. We will clarify and integrate our short health walks offer. This work will be led by our Director of Delivery and Development and her team.

GROWING MEMBERSHIP AND ASSOCIATED INCOME

We will put our members at the heart of our work. We will diversify our income through partnerships with individual supporters and with organisations such as the People's Postcode Lottery (PPL), Ramblers Walking Holidays, corporates and trusts; to continue to strengthen our financial position. This work will be led by our Director of Membership and Fundraising (M&F) and her team.

IMPROVING INTERNAL INFRASTRUCTURE

We will improve our in-house support systems (Finance, HR, telephony, video conferencing and remote access systems) through our Tapestry Programme. The upgrading of our foundational infrastructure will enhance our effectiveness and efficiency and help us deliver our mission. We will also develop a long term location strategy. This work will be led by our Director of Services and her team.

ONGOING THEMES

In addition to leading from the front on the five key investment priorities outlined above, we will also continue to steadfastly support our volunteers to deliver services for our members, beneficiaries and the walking public. We will provide this mutual support through continual investment of resources into the important ongoing themes below, across all three years of this rolling business plan.

The operational priorities of the **membership team** are:

- Using evidence based audience insights, to evolve the Ramblers membership proposition to meet the needs and wants of new and existing audiences
- To develop a single-supporter view, to engage and retain loyal members
- To develop a multi-channel new member acquisition strategy, demonstrating the Ramblers relevance to more of the UKs 9 million walkers who do not yet walk with us
- To equip and support our GB-wide network of volunteers as our frontline membership ambassadors, providing them with the tools and resources needed to attract and retain new members across Ramblers areas and groups.

- ☑ To provide excellent supporter care to our loyal community of 105,000 members
- ☑ To grow membership income, to enable the delivery charity's mission

Our governance

At the heart of everything we do are our members who support our values and deliver the vast majority of our work by volunteering their time and energy. At our annual gathering, called the General Council, these volunteers elect a Board of Trustees who strategically run the charity on their behalf. Formally we are the Ramblers Association, but we operate as the Ramblers.

Whichever nation they call home, every member who joins us is part of Ramblers Great Britain. Ramblers Scotland and Ramblers Cymru operate independently but within the Ramblers GB family. Areas in Scotland and Wales elect a national council similar to the General Council. These councils elect an executive committee who set the strategic direction and policy for our work in Scotland and Wales. Our GB strategic framework and business plan are supported by equivalent documents for Ramblers Cymru and Ramblers Scotland.

Trustees delegate responsibility for the day to day management of the charity to our Chief Executive and her team.

The team

The Ramblers GB staff team comprises six directorates:

- chief executive's office – provides overall leadership to the organisation, supports local area leadership teams and makes sure our charity is governed effectively
- advocacy and engagement – lobbies and advocates on behalf of walkers, campaigns to bring about change for walkers, engages our supporters to help deliver our mission and generates income through fundraising
- delivery and development – helps get more people walking more often through member and non-member products and services including group walks, self-guided routes and path maintenance activities; ensures a consistent approach to the management and support of volunteers across the charity
- membership and fundraising – understanding the needs of our members and supporters, to recruit, retain and motivate our members so that we benefit from their loyalty, support and involvement with the charity. To lead fundraising activities to enable the charity to remain free to deliver its charitable aims.
- data & digital transformation – driving change through designing, developing & deploying data & digital capabilities for staff & volunteers
- services – provides underpinning infrastructure to support the delivery of our mission, through finance, human resources, facilities, ICT and member recruitment and retention.

There are also teams in Ramblers Cymru and Ramblers Scotland, reporting via their directors, to the chief executive. These teams deliver the business plan for their nation.

We have frameworks which set out how work is delivered across our GB and national teams, to avoid duplication and maximise our efforts.

Our directorate structure does not neatly map to our strategic framework pillars. As a small organisation with big ambitions, all our work is delivered in a genuinely cross-team, collaborative way. Whichever directorate you join, you will have the opportunity to contribute to delivering all aspects of our mission.

Whichever team they're in, and wherever based, our staff all have a few things in common – a passion for walking and the outdoors, a love for our volunteers, and a commitment and resilience to make ambitious plans happen in a challenging environment.

The Role

We are looking for a highly skilled **Membership Acquisition Officer**.

This is an officer level role where you will be expected to:

- Understand the needs, wants and behaviours of new and existing audiences, to help the Ramblers grow our reach and relevance, evolving the membership proposition to reach more of the UK's 9 million walkers.
- Lead on the delivery and development of a membership recruitment programme in order to meet and exceed recruitment targets, across a range of channels.
- Build a strong coalition of membership ambassadors across our volunteer base, providing them with the tools and resources needed to attract new members.
- This position is part of the Membership and Fundraising Division reporting to the Head of Membership.
- You will work collaboratively across the organisation, and with our areas and groups to grow our membership and community of supporters.

The challenge

- It is important that the successful candidate can demonstrate a proven track record (more than 3 years' experience) in recruiting new supporters or members to a charity.
- You're digital savvy, able to analyse complex data and solutions focused.
- You'll be working with volunteers across GB, and will be able to work collaboratively, building strong and effective working relationships, bringing our volunteers with us on a journey to membership growth.
- At the same time, you will need to be as passionate about the outdoors as we are, with the confidence, resilience and commitment to ensure plans happen.

The Directorate

- The Membership and Fundraising directorate is responsible for attracting and retaining members and supporters, and generating the vast majority of the Ramblers' income – essential for the delivery of our mission and the health and sustainability of the charity.
- The directorate was formed in September 2017, to bring the membership and fundraising teams together as one united team, to more effectively grow our community of members and supporters – and associated income. We're at the very early stages of preparing for future growth. New ways of working and a change in culture are underway, and vital roles have been identified to increase capacity, expertise and leadership in 2019, to impact the Ramblers reach, relevance and impact over the coming years.

Candidate Application Information

Initially please refer to the Role Profile (Job Description) below for this role to check that you meet the criteria in the “knowledge, skills and experience” section that are necessary for the job.

Then send us your CV and a covering letter along with the Equal Opps Monitoring form by 9 June

Shortlisting – 10 June

Interviews – 17 or 26 June

This can be e-mailed to recruitment@ramblers.org.uk or posted to:

Human Resources

Ramblers

2nd Floor Camelford House

87-90 Albert Embankment

London

SE1 7TW

Any applications arriving after this deadline will not be considered for shortlisting unless there are exceptional reasons.

Candidates with disabilities and special needs

Please tell us if there are any reasonable adjustments we can make to assist you in your application.

If you have a disability, which you would like us to take into account, please tell us about this when you apply. Please let us know if we can help and remember that you can request information in large print or in a different format.

Guidance for CV and cover letter submission

Please send an up to date relevant CV including contact details of two referees. Note: - we will not take up references before short-listing. Please also complete our Equal Opportunities Monitoring form by downloading from the jobs section of our web page <http://www.ramblers.org.uk/jobs.aspx>

This job pack contain information about the Ramblers, the job vacancy and the person required. You should read these carefully to make sure that the job and conditions are suitable.

It is our intention to appoint the best candidate for every vacancy in accordance with our Equal Opportunities Policy. To do this fairly, within the overall recruitment process at stages throughout the process we will need all candidates to provide relevant information about themselves. This information should be based on the criteria listed in the enclosed person specification and which are regarded as essential to the job.

Providing a covering letter is the most important part of your application. It should be used to tell us how you think you meet the selection criteria listed on the knowledge, skills and expertise section of the job description. Draw particular attention to experience, skills, achievements and knowledge gained in past employment or other activities which are relevant to the job. It may be easier to

use headings relating to the requirements detailed in the person specification and demonstrate how you meet them.

Ensure your covering letter is no more than 2 pages long (2 sides of A4).

Whilst the application is by CV and covering letter, the successful candidate will be required to complete the Ramblers standard application form on appointment.

Equal Opportunities

The Ramblers is an equal opportunities employer. Candidates should note that our recruitment procedures are carried out in accordance with equal opportunities principles and selection is based on how well candidates meet the objective criteria, which are stated as the requirements for the job. We welcome applications from individuals regardless of race, gender, disability, gender re-assignment, marriage & civil partnership, sexual orientation and pregnancy or maternity

We ask that all candidates for this post complete the Equal Opportunities Monitoring Form available from the job page of our website - <http://www.ramblers.org.uk/jobs.aspx>, which will enable us to monitor the effectiveness of our Equal Opportunities Policy. The information is kept confidentially within the HR Department.

We regret that we are unable to acknowledge receipt of applications, but please telephone the HR Department on 020 3961 3300 if you want to check yours has been received. If you do not hear from us within four weeks of the closing date please assume that you have not been shortlisted.

Role Profile

Job Title: Membership Acquisition Officer	Responsible to: Head of Membership
Division: Membership and Fundraising	Responsible for: N/A
Contract: Permanent	Hours: Full time (35 hours a week) including occasional weekend and evening working, for which reasonable time off in lieu will be given.
Band: 4.	Location: Vauxhall (London), England We are flexible to working from home one day a week.
Purpose of Role: <ul style="list-style-type: none"> • To understand the needs, wants and behaviours of new and existing audiences, to help the Ramblers grow our reach and relevance, evolving the membership proposition to reach more of the UK’s 9 million walkers. • Lead on the delivery and development of a membership recruitment strategy in order to meet and exceed recruitment targets, across a range of channels. • To build a strong coalition of membership ambassadors across our volunteer base, providing them with the tools and resources needed to attract new members. 	
Key Responsibilities: <ul style="list-style-type: none"> • Execute a membership acquisition strategy to attract and retain new members and supporters. This will include integrated, multi-channel marketing campaigns (including digital, face-to-face and press) and a test-and-learn approach to optimise conversion rates, sales, ROI and life-time value. • Using evidence-based insights, work with the Head of Membership to evolve the membership proposition to grow our relevance and reach. • Equip, consult and support our GB-wide network of volunteers, providing them with the tools and resources to attract and retain new members across Ramblers groups. • Manage the recruitment budget, producing timely reports to the Head of Membership on income, expenditure and KPI performance. • Ensure regulatory compliance is embedded across team processes and communications in areas such as GDPR (General Data Protection Regulation), PECR (Privacy and Electronic Communications Regulations), Gift Aid, and the Fundraising Regulator. Ensure any agencies used adhere to the high standards we set. • Work across the Membership, Fundraising and Engagement teams to develop and deliver engaging supporter journeys so that supporters have the optimum experience of the Ramblers. • Agency management – manage and develop strategic relationships with our agencies, including the management of SLAs and performance measures, proactively addressing performance issues and ensuring high levels of performance. <p>To undertake such other duties as many be reasonably required of the post holder by the Ramblers.</p>	
Decision-making	

- This role is pivotal to achieving the Ramblers' long term strategic goal for membership population and income growth and the post holder will be expected to make decisions and recommendations to achieve this.
- The post holder will make operational decisions in support with the Head of Membership, about how to invest recruitment budget most effectively to maximise sustainable growth, and in line with the 3-year strategy set.
- The post holder will report into the Head of Membership and be expected to provide regular reports and updates.

Analysis and initiative

- A high level of analytical skills is expected of this role, with all acquisition campaigns and activity underpinned by analysis and insight with the aim to continually improve the performance of activity.
- The post holder should be a creative problem solver and will instigate new ways of working and improve processes where needed.
- It is expected that risks and benefits of alternative options will be considered before choosing the right approach.

Communicating

- The post holder will be able to communicate confidently with members, volunteers, staff and agencies, in both written and verbal communications.
- The post holder will be able to influence the behaviour of others, and is able to tailor communications to audience needs and views.
- They may formally represent the Ramblers in networking activities, with members and with agencies.

People

- To manage supplier performance (financial, quality and KPIs) and build strategic partnerships with our suppliers.
- The post holder will support volunteers in the field in recruiting members, and provide support and guidance as needed.
- Act as a membership ambassador within the Ramblers.

Resources

- To be responsible for managing the recruitment budget, in support with the Head of Membership.
- To be responsible, in support with the Head of Membership, for recruiting new members to the organisation – and associated income targets.

Knowledge, skills and expertise (person spec)

Essential Criteria

- A proven track record (more than 3 years' experience) in **recruiting new supporters or members to a charity**.
- Development and **ongoing evolution of a recruitment proposition** (eg regular giving product or membership product), to attract new audiences; understanding the mix of benefits vs cause led asks to drive growth
- A team player, able to develop **collaborative, strong and effective working relationships**.
- Ability to **negotiate and influence effectively**, with strong written and verbal communication skills, to influence a range of audiences and stakeholders including external partners and suppliers.
- Proven experience in **analysing complex data**, to inform strategic decisions.
- Digitally savvy, with knowledge and **experience in recruiting new supporters through digital acquisition**.
- Experience in navigating and complying with the **regulatory landscape** for the third sector.

- **Innovative and solutions-focussed** with the ability to work under pressure and to tight deadlines.
- Experience in **budgeting, reforecasting and reporting** on performance.
- Experience in working with **volunteers**.

Desirable

- Interest in **walking** and/or being an advocate for the **outdoors and natural environment**.
- Experience of a wide-range of acquisition methods including **OOH, press, dialogue and direct mail**.
- Experience in developing **multi-channel supporter journeys** for new recruits.
- Experience in **influencing volunteers/champions** to deliver face-to-face recruitment.

Key Contacts

Internal:

Head of Membership
 Director of Membership and Fundraising
 Membership Services Team Leader
 Membership Marketing Officer
 Staff team (including Advocacy and Engagement team, Delivery and Development team and devolved nations (Wales and Scotland)
 Volunteers (including Area and Group representatives, membership secretaries and other membership ambassadors)

External:

Members and supporters
 Suppliers
 Strategic partners

Other essential requirements for the role-holder

Ramblers is a member-led organisation, with the majority of work led by volunteers and all staff are expected to work closely with volunteers and to manage relationships with function specific volunteers. For example, campaigns staff work with campaigning volunteers, finance staff work with finance volunteers, walking operations staff work with walk leader volunteers etc.

Every member of staff is expected to show respect to their colleagues, our volunteers and members and to understand and adhere to the following:

- Ramblers Code of Conduct and Values
- Equality and Diversity Framework
- Health and Safety Policy
- ICT Security Policy

Staff should also ensure that they act in accordance with The Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003, Fundraising Code of Practice, Ramblers financial instructions and UK employment law if applicable.

The details contained in the Role Profile, particularly the key responsibilities, reflect the content of the job at the date the document was prepared. It should be remembered, however, that it is inevitable that over time the nature of individual jobs will change; existing duties may be lost and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, Ramblers will expect to revise this job description from time to time and will consult with the post holder at the appropriate time.

Conditions of Employment

PAY

The commencing salary of this role is between £32,000 and £38,500 per year, depending on experience

Cost of living increases are normally applied, subject to approval, in October each year. Salaries are paid on the 28th of each month via bank credit transfer.

We do not pay a separate allowance to homeworkers.

WORKING HOURS

The working week is currently 35 hours Monday to Friday 9-5pm. These may be varied by agreement with your line manager. For some roles, there will be occasions when these hours are exceeded for example some weekend working or a requirement to attend evening meetings. In such circumstances and in agreement with your line manager you may take reasonable time off in lieu. Overtime is not paid.

TRAVEL

For some roles, there is a requirement to travel across the nations and to regional offices (Cardiff and Edinburgh). There may also be, on occasion, the need for overnight stay. Reasonable travel and hotel expenses may be reclaimed using via Ramblers expenses procedures

LEAVE

Annual leave is 25 days per year plus paid holiday on statutory and other public holidays, this is pro rated for part time staff and staff on fixed term contracts. The Ramblers' office is closed on statutory holidays and from 24 December to 01 January inclusive. The office is also closed on 23 December when that day falls on a Monday; and on 02 January when that day falls on a Friday.

PENSION SCHEME

All staff will automatically be enrolled into a Group Personal Pension Scheme as part of our requirement to meet automatic enrolment legislation. According to the statutory requirements, employees will see 5% of their earnings going to their workplace pension. In turn Ramblers will be obliged to add a contribution that is the equivalent of 3% of your earnings.

In addition, Ramblers currently offer a higher level of contributions at 6% of your basic salary, provided employees contribute at least 5%.

PROBATIONARY PERIOD

All new employees will be required to undertake a period of probation for six months, in which time you will be expected to establish your suitability for the post. At the end of this period and subject to a satisfactory performance you will be transferred to the established staff.

RAMBLERS MEMBERSHIP

All staff on successfully completing their probation get free Ramblers Membership. This gives you access to hundreds of group led walks every week, Ramblers Routes online library as well as four issues of Walk magazine a year. In addition you will be entitled to a host of membership discounts and offers.

TRADE UNION MEMBERSHIP

The Ramblers recognise the Union Unite. The Union has sole consultation rights within Ramblers for terms and conditions of employment and other matters concerning staff. The Ramblers encourages all employees to join the union.

FLEXIBLE WORKING

After 26 weeks continuous service, Ramblers will consider applications for flexible working arrangements.

The Ramblers will enable as many jobs to open to job sharing as is operationally practicable.

SEASON TICKET LOANS AND CYCLE TO WORK

The Ramblers operate a season ticket loan and cycle to work scheme (available after 3 months service).