



**Yorkshire**  
Wildlife Trust

# Supporter Welcome Assistant Job Description



[ywt.org.uk](http://ywt.org.uk)



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## About us

Yorkshire Wildlife Trust is one of the region's largest environmental charities; our mission is to **drive nature's recovery in Yorkshire** across our land and at sea.

We are one of 46 regional Wildlife Trusts working for nature and collectively forming the Wildlife Trusts, one of the largest collective national movements for wildlife in Europe.

Our vision is for **wildlife and people thrive together across Yorkshire's communities, land, rivers and sea**. We work holistically in nature, thinking globally, planning at regional and landscape scale, while delivering our work in partnership with local communities, caring for local wildlife together. Our dedicated team of staff (c.190) and volunteers (c.1000) work together, on behalf of all our members (c.41,000), in every corner of Yorkshire to make this vision a reality.

Since forming in 1946 with our first reserve at Askham Bog, we now steward 115 nature reserves, which cover more than 3000 hectares of land and include some of our most precious wildlife. We also work extensively with other land managers, communities and businesses, to inspire, advise and deliver restoration work, supporting others too play their part in nature's recovery.

We are passionate advocates for Yorkshire's incredible wildlife and wild places. Join us and help create a diverse and inclusive team, committed to driving change for Yorkshire's wildlife, communities and a positive future.





## Supporter Welcome Assistant

### Job Description

**Responsible for:** n/a

**Responsible to:** Supporter Services Manager

**Location/based at:** Homeworking, with regular visits to the YWT Head Office at 1. St. George's Place, York to attend meetings or perform agreed tasks by arrangement.

**Date last updated:** 22<sup>nd</sup> April 26

### Main Purpose of the Role

- The Supporter Welcome Assistant is responsible for telephoning new Yorkshire Wildlife Trust members within the first full month of their membership to welcome them to our community, thank them for giving their support, and inspire and enable them to make the most of their new member benefits and deepen their engagement with the Trust and Yorkshire's wildlife. For many members, the Supporter Welcome Assistant will be the first representative of the Trust that they come into contact with. The postholder will therefore be the voice of Yorkshire Wildlife Trust.
- The Supporter Welcome Assistant will make the welcome calls on weekday evenings from their home. Full equipment, including a mobile phone, will be provided.
- The postholder will also be required to assist the broader Supporter Services Team with key administrative tasks from time to time, including processing new memberships and donations, and maintaining our supporter database.

### Tasks and responsibilities

#### Welcome Calls

- To undertake a high standard of welcome calls to new members, guided by a script. To follow up any unanswered calls two more times before leaving a scripted voice or text message.





- To maintain a good knowledge of the work of Yorkshire Wildlife Trust and provide accurate information about our nature reserves, volunteering opportunities and events to enhance the new member experience and effectively build long-term relationships with the Trust.
- To answer any questions or troubleshoot any issues raised by new members, or to refer these to the relevant members of staff.
- To request and securely capture Gift Aid declarations.
- To keep up to date with all major YWT fundraising appeals and advocacy campaigns, in order to respond to enquiries effectively and facilitate their delivery.
- To make other calls to supporters as required by business needs.

## Administration

- To keep accurate records of all calls made and ensure these are returned to the Supporter Services Manager within agreed timescales.
- To record all feedback received from new members in line with our Compliments, Comments and Complaints policy and procedures.
- To ensure that the collection and processing of any supporter data is done securely and in keeping with all relevant legislation and YWT policy.
- To assist the Supporter Services Team in processing new memberships and donations from time to time, and in maintaining the Customer Relationship Management database (Access ThankQ).

## Other

- Promote the Trust and partner organisations whenever possible.
- Demonstrate our Trust values every day behaving with courage, respect, and integrity whilst trusting others and taking responsibility for your actions at all times.
- Support and promote the Trust's commitment to equality, diversity and inclusion.
- The Trust is committed to safeguarding and promoting the welfare of children, young people, and adults at risk and expects all staff and volunteers to share this commitment.
- Abide by all Trust policies.





- The postholder will occasionally be asked to work flexibly across the broader Supporter Engagement Team. This will include assisting with the development and/or delivery of our supporter retention events and activities (for example, the Trust’s Annual general meeting, Puffin Festival and similar events, competitions and mailings).
- Undertake any other duties as requested by your line manager and in line with the post.

## Person Specification

<b>Experience</b>	<b>Essential/Desirable</b>
Experience of working in a customer-focused role to deliver an exemplary level of customer care.	Essential
Experience of working as part of a high-performing team to consistently achieve ambitious targets.	Essential
Experience of working independently with minimum supervision.	Essential
<b>Knowledge and Skills</b>	<b>Essential/Desirable</b>
A general knowledge and broad understanding of wildlife, nature conservation and environmental issues in the UK.	Essential
Some knowledge of (or a willingness to learn about) Yorkshire Wildlife Trust’s most popular nature reserves.	Essential
A good understanding of supporter care and the relationship of this to building income and engagement.	Essential
Excellent verbal communication skills. An articulate, friendly and highly engaging telephone manner.	Essential
Highly competent in the use of office-based computing software, such as Microsoft Word, Excel and Outlook.	Essential
A good understanding of data protection legislation and best practice.	Desirable
<b>Personal Qualities</b>	<b>Essential/Desirable</b>
Has a passion for the work of Yorkshire Wildlife Trust and a desire to communicate this to others.	Essential





Highly confident in interacting with members of the public. Able to manage potentially sensitive conversations with skill and professionalism.	Essential
Motivated by consistently delivering an exemplary level of supporter care.	Essential
A team player with a positive attitude, a high level of self-motivation, a strong work ethic and a desire to help secure long-term support through membership.	Essential





## Terms and Conditions

<b>Salary:</b>	£24,546.31 per annum (pro rata if part-time).
<b>Hours:</b>	5 hours per week, Monday to Thursday; calls to be made between 6pm and 8:30pm in the evenings.  The nature of the post's duties will require evening and/or weekend work.  Paid overtime is not available, but time off in lieu will be given for essential additional hours worked.
<b>Contract:</b>	Permanent. A probationary period applies to new staff, during which you must complete all essential, mandatory training.
<b>DBS:</b>	Not required.
<b>Flexibility:</b>	Whilst ensuring the needs of the business and the role are met, the Trust endeavours to meet the flexible working needs of its employees. Depending on the nature of the role, the Trust offers hybrid working (a mix of office and at home).
<b>Holidays:</b>	30 days per annum inclusive of 3 office/site closure days over the Christmas period, in addition to national public holidays, rising to 33 days after 5 years' service. All leave is pro rata for part time employees.
<b>Pensions:</b>	You may be eligible to be auto enrolled into the Trust's Pension Scheme. Terms of the scheme are available on request from Finance.





<b>Employee Assistance Programme:</b>	The Trust provides an Employee Assistance Programme. This is a confidential service which aims to provide staff with support for a range of issues.
<b>Health Questionnaire:</b>	You will be asked to complete a health questionnaire in order to identify and support or adjustments you may require.
<b>Equal Opportunities:</b>	Yorkshire Wildlife Trust is committed to equal opportunities and appoints on merit. We welcome applicants from all sections of society regardless of gender, sexual orientation, race, disability, marital status, age and religion, perceived community background or political beliefs.
<b>Place of Work:</b>	The post will be based at home with the requirement to occasionally attend the office in York.
<b>Travel:</b>	Public transport is encouraged although pool vehicles are available. In exceptional circumstances the use of the employee's own vehicle may be necessary for business use, at a mileage rate of 45p per mile.
<b>Training &amp; Professional Memberships:</b>	The Trust is fully committed to personal development and training and supports achieving and maintaining professional memberships and accreditations, with any essential-to-role professional memberships paid for by the Trust.

