



South West  
**Wildlife  
Fundraising Ltd**

A light,  
spacious office  
environment



Close to Exeter's historic  
quayside and city centre

## Venues and Operations Manager, SWWFL

### Want to be part of a wilder future?

Are you an experienced and talented manager with a sales office, fundraising, events and/or operations background? If you have excellent organisational, communication, IT, people management and commercial skills and experience, would like to help shape the strategic direction and achievement of our unique, friendly and dynamic organisation and want to make a difference to the environment every day by ensuring our 11 Wildlife Trusts deliver valuable new members, [then we want to hear from you!](#)

We're looking for a highly organised, self-motivated and resourceful manager to lead our venues team and support core organisational operations on a 12-month maternity cover contract.

You'll be joining the senior management team of a positive, family-friendly organisation, based in central Exeter close to transport links and the historic quayside and cathedral.

Find out more: [swwfl.co.uk/vacancies](http://swwfl.co.uk/vacancies); [indeed.com/SWWFL](https://indeed.com/SWWFL)

Get in touch: [kevans@swwfl.co.uk](mailto:kevans@swwfl.co.uk)

### The basics

Job title: Venues & Operations Manager

Place of work: SWWFL Head Office, Cornerstone House, Western Way, Exeter

Contract type: 12-month maternity cover contract

Hours: Full-time, 37.5 hrs per week, working 9am-5pm Monday - Friday

**Salary:** £38,116 per annum  
**Reports into:** Chief Executive Officer  
**Start date:** January 2025 or as soon as possible

## The job in a nutshell

The successful candidate will oversee the venue operations, managing the venues team who are responsible for securing and evaluating venues for face-to-face membership recruitment on behalf of Wildlife Trusts. The role includes strategic planning, performance monitoring, staff management, and optimizing the use of Salesforce CRM, our Flutter based membership app and other technologies to drive member acquisition and revenue growth. Additionally, you'll foster relationships with major venue partners, oversee budgets, ensure compliance with regulations, and contribute to organisational strategy, enabling the sustainable growth of Wildlife Trust memberships while collaborating closely with the CEO and senior management team.

## About South West Wildlife Fundraising Ltd

South West Wildlife Fundraising Ltd (SWWFL) inspires people to support their local Wildlife Trust through membership and a regular donation. We carry out face-to-face membership recruitment at local venues and events on behalf of Wildlife Trusts in Avon, Cornwall, Devon, Dorset, Gloucestershire, Gwent, Hampshire & Isle of Wight, Herefordshire, Somerset, Wiltshire and Worcestershire.

We are wholly owned by Wildlife Trusts, working collaboratively as a specialist fundraising organisation to increase effectiveness, minimise costs and innovate successfully. We aspire to achieve this in an ethical way, characterised by high standards of personal and organisational conduct coupled with compliance with best fundraising practice. We are members of the Chartered Institute of Fundraising and work to Fundraising Regulator's *Code of Fundraising Practice*.

## The Wildlife Trusts: what we believe and what we do

“Our vision is of a thriving natural world, with our wildlife and natural habitats playing a valued role in addressing the climate and ecological emergencies, and everyone inspired and to get involved in nature’s recovery.”

Wildlife Trusts work on land and sea, looking after more than 2,300 nature reserves and operating visitor and education centres in every part of the UK. They work closely with schools, colleges and universities, with farmers and landowners, fishermen and divers;

with thousands of companies, big and small; with community groups and other environmental organisations; with lotteries, charitable trusts and foundations; and with local and national governments and more.

Together, we are tackling the climate and nature crisis - starting with the ambition of 30% of the UK's land and seas connected and protected for nature by 2030 - so that we might all enjoy a wilder future.

[Read our strategy](#)



We aim to find the best locations to inspire support





## Key responsibilities

- Manage the venues operation within SWWFL, including recruitment, line management and training of a team of Venues Co-ordinators (currently 9 part-time staff at 4.2 FTE), a Venue Development Officer (0.6 FTE) and the Venues & IT Support Coordinator (0.4 FTE). Ensure that the allocation of venues team hours is managed in line with the budgeted number of available hours. Undertake routine 1:1s and annual appraisal reviews, annual leave requests, sickness monitoring, and ensure all venue staff are notified about any changes to their terms and conditions in a timely way.
- Manage the performance of the venues team to ensure that individual KPIs and team objective levels are achieved, reporting on outcomes monthly and quarterly. Coach and train individuals to provide the behaviours and knowledge necessary to deliver on-going improvement across the team.
- Oversee the venue booking function of the Venues Coordinators and be able to step in / cover this role as needed. Provide day-to-day support for the team to ensure adequate venue bookings are achieved.
- Through the Venues Development Officer, oversee development and maintenance of key account relationships with major venue and event partners, concession agencies and decision makers who can facilitate wider access to venue resources such as through national / Head Office locations and contacts.
- Ensure venues budgets are monitored and maintained. Advise on best use of venues budgets to MSMs and Venues Coordinators as per ROI and new member targets.
- Gain an overview of all 11 Wildlife Trusts, the local membership recruiters, individual Membership Sales Manager preferences and booking preferences for local areas.
- Review and evaluate the on-going success of the venue operation, using KPIs to monitor performance and productivity via regular reporting to the senior management team. Alongside KPIs, ensure seasonal targets are achieved across the team, supporting Venues Coordinators to achieve these targets as needed.
- Ensure communication with Membership Recruiters, Membership Sales Managers and client Trusts is professional and timely. Ensure Venues Coordinators are involved and aware of Trust and MR / MSM meetings / updates.
- Monitor and evaluate the performance of venues through use of Salesforce reporting, using this information to advise and train Venues Coordinators on the suitability of venue choices. Additionally, use this information to enable Membership Sales Managers to support Venues Coordinators in decision making and allocation of venues to Membership Recruiters.
- Use and develop Salesforce reporting to analyse venues performance to spot trends and patterns across the database of venues and events. Use this information to advise on the most suitable events, venue types, geographical locations and seasonality of venues across the individual Wildlife Trust areas, as well as the whole SWWFL area, to ensure targeted and well-researched venue booking and sourcing across the team.

- Act as lead administrator and trainer on the Salesforce CRM system across SWWFL Learn and develop own knowledge of this system to ensure current and future needs and requirements are met. Oversee the management of user licences and a support contract through an external developer. Advise on future external support and development needs.
- Use Salesforce to create an annual events report and equip Venues Coordinators with the ability to produce these reports to ensure that all suitable events are booked (and re-booked) in a timely and professional manner.
- Conduct regular audits on Salesforce data, highlighting areas for improvement and streamlining continuity across accounts. Reviewing pre-set lists of data to ensure venues are being contacted regularly and opportunities for development are not being missed.
- Oversee the management of the SWWFL website (Wordpress) and social media channels through the Venues & IT Support coordinator and engage with external developers as required.
- Oversee communications with external and internal stakeholders through the creation and maintenance of digital and hardcopy materials, including but not limited to, the internal SWWFL staff newsletter, marketing materials for engaging prospective candidates and venues, account management materials for existing venue stakeholders, materials for other stakeholders as required.
- Maintain and manage the bespoke Flutter-based membership app, working with our developers to further enhance usability and functionality, moving forward projects currently in the pipeline.
- Work directly with our Wildlife Trusts to ensure our Flutter app is up-to-date and collecting relevant data for their databases. Overseeing API projects between Flutter and Trust databases, ensuring a smooth and secure transfer of data.
- Oversee a central log of equipment suppliers and recruiter 'kit', placing new orders with suppliers as required. Opportunity to source and develop new kit as required in the field.
- Develop and maintain a good knowledge and understanding of the work of the Wildlife Trusts in all SWWFL areas including activities, nature reserves and membership packages, attending local team days as required.
- Complete *ad-hoc* project work as required by the CEO.
- Contribute to management team planning, operational planning and strategizing. Attend regular management team meetings.
- Field general queries to SWWFL as part of the general support team in the Exeter office.
- Ensure compliance with legislation i.e. GDPR, Chartered Institute of Fundraising/ Fundraising Regulator Code of Practice.
- This role is based at the Exeter head office. Some flexibility may be available for home working once probation has been passed – this will be assessed on a case-by-case basis - although regular office days (80%+) will be required throughout your employment to allow for continued training & development, collaboration across the team, peer coaching, team meetings and general wellbeing which comes from connectiveness with the team and company.

## Person specification: what we're looking for

	<b>Essential</b>	<b>Desirable</b>
<b>Skills &amp; attributes</b>	Numerate with a keen eye for detail and accuracy in written reports.	Skilled at analysing reports and data. Budget management skills.
	Strong email, phone and outbound calling skills; influencing skills - ability to overcome objections and secure agreement.	Skilled /experience in a marketing, sales or fundraising environment. Account management skills.
	Good oral and written skills with an ability to engage and communicate effectively with a range of stakeholders, both within and outside the organisation.	Skilled at report writing to senior managers. Skilled at marketing communications.
	Well-organised, able to prioritise workload effectively in a busy and fast-paced office environment.	Ability to multi-task and react quickly to situations as they happen with a calm head.
	Flexible attitude to working environment and able to work within a small team, leading from the front and willing to jump in as needed.	
	Resilience – able to respond positively to successes and challenges; ability to see the bigger picture and manage competing pressures.	
<b>Knowledge &amp; qualifications</b>		
	Business, marketing or relevant degree and/or experience.	Leadership / training / business qualification(s).
	Strong knowledge of database packages and CRM systems; data reporting	Knowledge of Salesforce, including development and training & dashboard creation. Knowledge of Flutter based apps.
	Strong knowledge of Microsoft office software, associated packages. Using technology to	Knowledge of report writing, data analysis; of making recommendations. Developing

	generate performance improvement.	technology and systems to deliver performance improvement
<b>Experience</b>		
	Direct first line management experience or team supervision.	Ideally in comparable commercial environment and/or experience of managing outbound calling operations and/or booking teams, events or similar.
	Developing and evolving systems and processes for positive operational management and change.	Managing the operations of an organisation and implementing effective and efficient systems.  Contribute to management team planning and strategy development.  Experience working with developers on APIs and IT based projects.
	Experience of working in a target-oriented culture; being measured by Key Performance Indicators	Experience of target and KPI-setting.  Experience of fundraising environments
	Experience of identifying new resources and investigating the potential effectiveness of opportunities.	Experience in business development and / or marketing.
	Liaison with a wide range of internal and external contacts and associated relationship management.	Experience of account management and/or key account management.
	Discretion in handling politically sensitive and confidential information.	GDPR knowledge & experience.
	Experience of team development and coaching.	Training or qualification in respect of team development.
<b>Personal attributes</b>		

	Hard working and motivated; prepared to lead from the front by example	Interested in and motivated by the work of the Wildlife Trusts
	A good team worker; prepared to share tasks to get the job done	
	Creative and resourceful; quick to find and evaluate alternatives and make recommendations	
	Capable of acting flexibly - both tactically and strategically – according to need	
	Positive, friendly 'people person'. Approachable and customer focussed; firm but fair	
	Able to convey authority and carry the trust and confidence of the team, CEO and other stakeholders	

