

# Job Description



**Job Title:** Membership Recruiters

**Weekly Hours:** 12

**Based At:** Throughout Cumbria

**Reports To:** Membership Development Officer

## **Job Purpose:**

Maximise opportunities to increase Cumbria Wildlife Trust's membership through recruitment on a door-to-door basis. To talk to existing members who come into contact with recruiters.

## **Special Features of the Role:**

Key relationships include working with the Membership Development Officer, Development Manager and Membership Administration staff.

## **Main Responsibilities and Accountabilities:**

Recruiters visit as many people as possible to chat about Cumbria Wildlife Trust and find people who wish to support our work by becoming members. The recruiter must fill in an application form for each new membership and maintain accurate records of houses visited and any responses. Recruiters make two visits per household; one to ask if they would like to read the Trust booklet, and one to collect the booklet and ask if they would like to join.

We encourage people to join by Direct Debit and invite them to subscribe at rates above the minimum level of £3.25 per month for an individual; the average monthly subscription is between £5 and £10.

Cumbria Wildlife Trust wishes to deal honestly with the public; we do not want recruiters to have a 'hard-sell' approach.

Recruiters are provided with relevant resources and branded clothing. The recruiter and all resources should be well presented at all times.

Liaising with the Membership Development Officer about locations and required resources. Recruiters will be required to send new membership forms, work record sheets and timesheets into the Trust on a weekly basis.

Recruiters are measured by looking at the income generated in memberships versus the recruiting hours the Trust pays the Recruiter. The minimum percentage of membership income in relation to recruiting hour's salary acceptable to the Trust is 75%.

Any other duties that may reasonably arise from time to time

All tasks and responsibilities to be carried out in accordance with the Trust's policies and procedures.

**Date: February  
2018**