

# Job Description



**Cumbria**  
Wildlife Trust

<b>Job Title:</b>	Face to Face Membership Recruiter
<b>Weekly Hours:</b>	14
<b>Based At:</b>	Cumbria Wildlife Trust Plumgarths, Crook Road, Kendal, LA8 8LX with travel to various locations throughout Cumbria
<b>Reports To:</b>	Membership Development Officer

## **Job Purpose:**

Increasing the Trust's membership by recruiting new members at pre-booked venues and nature reserves. To talk to existing members who come into contact with recruiters at events or venues.

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

Own transport is essential for this post as you will be required to travel to pre-booked venues and nature reserves in Cumbria, although it is envisaged that these will mainly be within reasonable travelling distance of your home. Meetings and training sessions will be held at the Trust's head office in Kendal.

## **Main Responsibilities and Accountabilities:**

It is the job of the recruiter to chat to as many people as possible about Cumbria Wildlife Trust to find people who wish to support the work we do by becoming members. The recruiter must fill in a form for each new membership.

Venues can include garden centres, nature reserves, supermarkets, DIY stores, farmers markets and village and county shows plus many others.

We encourage people to join by Direct Debit, and invite them to subscribe at rates above the minimum level of £3.25 a month for an individual; the average monthly subscription is around £6.00.

Cumbria Wildlife Trust wishes to deal honestly with the public, our approach is relaxed and friendly.

Recruiters will come into contact with people who are already members of Cumbria Wildlife Trust, this is a great opportunity to thank them for their support and tell them how important their membership is. It is also possible for recruiters to tell existing members that gift membership of the Trust is available, should they wish to buy it for someone.

Recruiters are provided with relevant resources, including a display board which the recruiter must set up at each venue and ensure is relevant and up to date. The recruiter and all resources should be well presented at all times.

Liaising with the Membership Development Officer and Venue Booker about venues and any extra resources. Recruiters will be required to send new membership forms and work record sheets into the Trust on a weekly basis.

We measure recruiters by looking at the income you generate in memberships versus the recruiting hours the Trust pays to you. 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: May 2019**