

# Job Description



**Cumbria**  
Wildlife Trust

**Job Title:** Seasonal Smardale Gill Membership Recruiter

**Weekly Hours:** 10 (to include at least 1 weekend day)

**Based At:** Smardale Gill Nature Reserve

**Reports To:** Membership Development Officer

## **Job Purpose:**

Increasing the Trust's membership by recruiting new members at Smardale Gill Nature Reserve. To talk to existing members who visit the Nature Reserve.

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

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.

At least 1 day a week must include weekend work, as that is when most people visit the Nature Reserve.

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 between £5 and £10.

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. The recruiter and all resources should be well presented at all times.

Liaising with the Membership Development Officer and Nature Reserve Officer about the venue and any extra resources. You will be working alongside volunteers. 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 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  
2020**

