

Job Description



Cumbria
Wildlife Trust

Job Title:	Membership Recruiter
Weekly Hours:	Full time & part time hours available (Face to Face; Door to Door or a combination of both)
Based At:	Cumbria Wildlife Trust Plumgarths, Crook Road, Kendal, LA8 8LX with travel to various locations throughout Cumbria
Reports To:	Membership Development Officer

Job Purpose:

Increasing the Trust's membership by recruiting new members at pre-booked venues and nature reserves (Face to Face). Maximise opportunities to increase Cumbria Wildlife Trust's membership through recruitment in your local area on a door-to-door basis. To talk to existing members who come into contact with recruiters.

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. 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.

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

For Door to Door work, 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 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, 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 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**