

Job Description

Job Title: Door to Door Information Officer

Weekly Hours: 9 - 12

Based At: TBC (possible flexibility across Cumbria)

Reports To: Membership Development Manager

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 Manager and other information officers. Meetings and training sessions will be held at The Trust's Headquarters in Kendal.

Main Responsibilities and Accountabilities:

Door to Door information officers 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 officer must fill in an application form for each new membership and maintain accurate records of houses visited and any responses. Information officers 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 £3.75 per 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.

Information officers are provided with relevant resources and branded clothing. The officer and all resources should be well presented at all times.

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

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

Any additional duties as outlined in the Annual Work Plan.

Any other duties that may reasonably arise from time to time.

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

Date: December 2025

Person Specification

Post Title: Door to Door Information Officer

1. Qualifications & Experience:

The post holder will be expected to have qualifications and recent and relevant experience in the following areas:

		Essential	Desirable
1.	Able to quickly build a rapport with the public	•	
2.	Organisation of paperwork and form filling	•	
3.	Able to adapt approach to suit different individuals and events	•	
4.	Working in customer-facing roles	•	
5.	Experience in a similar role or in a face to face environment		•
6.	Sales training: evidence of sales results		•

2. Knowledge & Skills:

The post holder will have the following knowledge and skills:

		Essential	Desirable
1.	Full UK driving licence and access to a vehicle which must be suitably insured to include use in carrying out the duties		•
2.	General knowledge about wildlife		•

3. Personal Qualities:

The post holder should possess the following:

		Essential	Desirable
1.	Ability to maintain high levels of enthusiasm and self-motivation	•	
2.	Ability to work well on their own initiative	•	
3.	Ability to be flexible and respond to changing situations	•	
4.	Excellent communication skills	•	
5.	Embraces the use of new technology	•	
6.	Tact and diplomacy	•	
7.	Ability to work effectively under pressure	•	
8.	Enthusiasm for wildlife/conservation	•	