

Job Description

Job Title: South Walney Island Information Officer

Weekly Hours: 18-24 to include weekends and Bank Holidays (6 hours per day)

Based At: South Walney Nature Reserve

Reports To: Membership Development Manager

Job Purpose:

Increasing the Trust's membership by recruiting new members at nature reserves (Face to Face). To talk to existing members who come into contact with recruiters. Enhance the cabin and visitor experience.

Special Features of the Role:

Own transport is essential for this post as you will be required to travel to South Walney Nature Reserve. Key relationships include working with the Membership Development manager and other information officers; South Walney Reserves Officer and South Walney volunteers. Meetings and training sessions will be held at the Trust's head office in Kendal. You will be required to monitor and maintain the small shop stock in the nature reserve cabin.

Main Responsibilities and Accountabilities:

The role of the information officer is to engage with as many people as possible, talk about Cumbria Wildlife Trust, and encourage people to support the work we do by becoming members. The officers are required to fill in a digital application form for each new membership.

South Walney information officers are based at South Walney Nature Reserve.

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 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.

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 and any extra resources required. Information officers will be required to send new membership forms, work record sheets, and timesheets to the Trust every week.

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 to an officer's hourly salary acceptable to the Trust is 75%.

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: South Walney 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; managing shop stock		•

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	•	