



JOB DESCRIPTION

JOB TITLE: Membership Recruiter

REPORTING TO: Membership Sales Manager, Devon & Dorset

Terms: Permanent contract; hours as specified

Background

The Wildlife Trusts are charities and membership organisations that work to protect local wildlife for the future. With over 850,000 members supporting their work, the Trusts are able to carry out fantastic conservation, education and community work for the benefit of the people and wildlife in their area. Membership provides a critical source of income for the Trusts.

South West Wildlife Fundraising Ltd ('SWWFL') provides membership recruitment services for Avon, Devon, Dorset, Gloucestershire, Gwent, Hampshire & Isle of Wight, Herefordshire, Somerset, Wiltshire and Worcestershire Wildlife Trusts. Teams of Recruiters, led by a Membership Sales Manager, work at pre-booked venues such as supermarkets, county shows and events across the eight counties. They approach visitors to these venues and talk to them about their local Trust's valuable work with a view to securing a regular monthly donation by Direct Debit. Recruiters are provided with a lightweight mobile exhibition and branded clothing, full training and ongoing support.

Recruiters work very closely with the Wildlife Trust they support and are considered to be an integral part of the Trusts' Membership Teams.

Job Purpose

To recruit new members for the Wildlife Trusts.

Key duties

- Recruit new, long-term members for a defined Wildlife Trust or Trusts.
- Deliver target levels of membership sales through attending a range of pre-booked venues (retail outlets, garden centres, farm shops) and county/regional shows
- Create an attractive and engaging marketing presence, to include erecting the Display Stand, gazebo, pop-up banners, A-frames and other marketing aids and promotional literature/materials.
- Engage members of the public in private and public site locations to introduce the benefits of membership to the local trust and to national wildlife trusts.
- Actively pitch to sufficient members of the public each day consistent with achieving a target number of daily new memberships. Typically this could be between 30-100+ people, depending on the venue/footfall.
- Sign-up members and arrange for collection of membership donations via completion of direct debit mandates.
- Achieve target KPIs, including average membership values and rates of sale, as determined by SWWFL.
- Proactively identify new venue and show opportunities, engaging local venue owners/managers and presenting the benefits of partnership with SWWFL, with a view to securing access for marketing purposes.



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- Build good relationships with local venues and increase the likelihood of access and rate of return
- Care for all equipment, membership recruitment aids and clothing provided.
- Complete and return all relevant paperwork, maintaining high standards of data protection at all times, reports and time sheets as required.
- Keep up to date with Wildlife Trust activities.
- Attend relevant training and information events run by SWWFL or individual Wildlife Trusts.
- Follow SWWFL's policies relating to customer service, health and safety and data protection. Represent the business and the Trust you are supporting to a high standard of professionalism in all circumstances.
- Any other relevant duties as delegated by your line manager.

Other

- The nature of the role will require some weekend working, and working on Public Holidays and some evenings.
- Recruiters will need to have use of a car to reach agreed work venues.

Terms

- Pay is at an enhanced £11.00 per hour basic rate for induction training, shadowing of experienced staff and for team meetings during the probationary period or up to 3 months, whichever is the earlier. Similarly the enhanced £11.00 per hour basic rate will be paid for normal working days during the probationary period or 3 months, whichever is sooner, OR 42% commission (of the annual donated revenue value, including Gift Aid, of each membership confirmed) whichever is the highest at the end of each pay month. On average most donors donate in the range £5-£10 per month. For the Recruiter this equates to £31.50- £63.00 for each membership secured (before bonus). If a Recruiter exceeds basic performance targets of 2 memberships per day (1 secured for every 3 hours worked, average over the period of a month), 52% commission (42% + 10% bonus) will be paid on those additional memberships. Upon successful completion of the probationary period/after 3 months, whichever is sooner, the Recruiter will return to the 42% commission/ £9.10 per hour (for meetings, training days, etc) rate. Pay structures will be explained further at interview.
- You will be employed on a permanent contract, subject to the successful completion of a probationary period of up to 3 months.
- Hours can be flexible to meet needs, but 15 – 22.5 hours per week is the norm, generally worked over Fridays, Saturdays and/or Sundays. More hours will be considered, but full time hours will only be available to those Recruiters who can consistently meet or exceed performance targets.
- Travel expenses will be paid at 40p/ mile, after the first 15 miles travelled to and from a venue.
- On successful completion of the probation and of nine months service, SWWFL will make a 3% pension contribution.



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Person Specification

	Essential	Desirable
Skills	A good and persuasive talker	Displays evidence of competence in conveying information concisely and persuasively
	Able to quickly build a rapport with members of the public	Breadth of life experience; demonstrate outcomes resulting from engagement
	Able to adapt approach to suit different individuals and venues	Range of roles in complementary workplace situations
	Good administrative skills	Experience of administering role remotely from a central HQ base
	Good literacy and numeracy skills	Achieved minimum GCSE/ equivalent qualifications or above
Knowledge & qualifications	Keyboard/ information input skills; use of Microsoft Office software	Experience of using Customer Relationship Management (CRM) systems
	Working knowledge of Wildlife Trusts	Experience of fundraising regulated and requirements
Experience	Working in customer-facing role	Promotions, business development or sales experience in a similar Face to Face environment
	Being used to meeting workplace goals and/or targets	Demonstrable experience of hitting targets/KPIs; targeted environment
	Meeting, greeting and engaging prospective customers	Structured sales training; evidence of sales results
Personal attributes	Confidence; positive personal impact, passionate	Examples of personal achievement and ability to convey empathy and appropriate authority
	A general interest in wildlife and nature conservation	Ability to grow and develop trust knowledge and insights
	Approachable and personable	Evidence of translating personal empathy into results
	Patience, friendly, at ease with people	Evidence of a consistent approach to established standards and procedures



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	Self-motivated and target driven - a bit of a 'go getter'	Previous experience in a comparable field-based sales, promotions or events environment
	Reliable and well organised	Evidence of having worked from home base in a field environment
	Resilient, with a positive outlook	Experience of or strong willingness to work in outdoorsy environments
	Comfortable working alone	Evidence of working in solo and remotely managed operations
	Physically fit; able to transport stands and marketing equipment to venue location; spend extended periods on feet at venue engaging the public	Experience of undertaking Face to Face marketing in physically demanding comparable role(s)
Able to provide	Full driving licence, access to a car with comprehensive business insurance	
	Ability to work from home with access to a computer and broadband	Prior experience of remote working using home-based IT