

**Job Description**

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| Job Title: | Membership Recruiter |
| Department: | Fundraising, Membership and Communications |
| Responsible to: | Senior Membership Development Officer |
| Pay Band: | Assistant (plus results based commission) |
| Hours: | As Contracted (flexible and part time roles) |
| Location: | The Wolseley Centre or Westport Lake Visitor Centre (main places of work) |

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| **Background Information:** |
| Our mission statement is:  *“Staffordshire Wildlife Trust protects and enhances the wildlife and wild places of Staffordshire and promotes understanding, enjoyment and involvement in the natural world.”*  A registered charity established in 1969 we are one of 47 county Wildlife Trusts throughout the UK and are supported by over 15,000 members.  The Trust owns or manages 27 nature reserves covering an area of over 3,600 acres. Our 60 staff are based in six locations around the county including our Headquarters at Wolseley Bridge, Stafford, with our work divided up into five departments: Resources, People Engagement, Conservation Delivery, Fundraising, Communication and Membership & Commercial. The Trust has a diverse workforce including site wardens, wildlife surveyors, community and education officers, catering and administration staff.  In addition we have a trading company looking after the commercial side of our business including a café at Westport Lake Visitor Centre and Charity Shops in Leek, Rugeley & Penkridge. |

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| **Job Purpose:** |
| To recruit members for Staffordshire Wildlife Trust at venues and events. |

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| **Responsibilities:** |

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| 1. To protect the Trust's good name. 2. To recruit new members for Staffordshire Wildlife Trust using “soft sell” techniques at events and venues within Staffordshire to reach daily and annual targets. 3. Explain Gift Aid and encourage prospective members to sign up to the Gift Aid scheme (if paying a sufficient amount of UK tax). 4. To sign members to other Wildlife Trusts using the Join Anywhere agreement as appropriate. 5. Transport, set-up, maintain and care for all equipment and recruitment aids, e.g. gazebo. 6. Use the membership vehicle at events, Visitor Centres and on nature reserves to aid membership recruitment activity. 7. Identify events and venues and inform line manager. 8. Liaise with recruitment venues as required. 9. Keep up to date on Wildlife Trust activity and keep the Trust informed of any issues that are of concern to local people or the venue provider. 10. Complete all relevant paperwork, reports and time sheets in an accurate and timely manner in line with management requirements. Including the use of IT where appropriate. 11. Attend any training events or days as organised by Staffordshire Wildlife Trust. 12. Attend line management meetings, team meetings and all staff meetings as requested by manager. 13. Represent the Wildlife Trusts in a professional and informed manner at all times, whether engaging with members of the public, other Trust staff & volunteers, or any other supporters. 14. Follow and implement the Fundraising Regulator guidelines for private site fundraising. 15. Relay any feedback received from the public, supporters or members information to their Manager and / or relevant Trust in a timely manner. 16. To ensure Health and Safety obligations are met across the breadth of office and reserves activity. 17. Comply with the General Data Protection Regulations including the keeping of records securely to protect the confidentiality of any information disclosed. 18. Raise awareness of the work of Staffordshire Wildlife Trust and be an ambassador for the Charity. 19. All staff should recognise the contribution that membership makes towards the running of the organisation. The postholder is therefore expected to understand the need for high standards of service to existing members and recognise their role in contributing towards ongoing membership recruitment. 20. In order for the organisation to work effectively you may be required to assist with other areas of work and therefore you should be prepared to undertake other duties, appropriate to the post, as delegated by your line manager. 21. All staff are required to abide by organisational policies and procedures. |

Person Specification

Job Title: Membership Recruiter

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| Criteria | Essential | Desirable | Assessment Method \* |
| Qualifications |  |  |  |
| Full Driving Licence & own vehicle | x |  | AF,I, QC |
| Experience |  |  |  |
| Experience in a similar role or of a low pressure sales role |  | X | AF, I |
| Previous experience of keeping records and accurate completion of forms |  | x | AF, I |
| Experience of working in a public facing role |  | X | AF, I |
| Skills/knowledge |  |  |  |
| Able to converse with people you don’t know in a friendly and professional manner | x |  | AF,I |
| Ability to “close” a potential “sale” | x |  | AF,I |
| Good administrative skills | x |  | AF,I |
| Knowledge of the wildlife of Staffordshire |  | x | AF,I |
| Abilities |  |  |  |
| Must be able to lift, carry and erect display boards as will be working alone | x |  | AF,I |
| The post involves regular driving to and working in locations across Staffordshire for which a full driving licence is required | x |  | AF,I |
| Must be able to demonstrate the ability to organise own work and work unsupervised in various locations around the County | x |  | AF,I |
| There will be occasions where the post involves working outside at events therefore the applicant must be prepared to work outside in all weather conditions | x |  | AF,I |
| Ability to work weekends and school holidays. | x |  | AF,I |

I = interview QC = qualification certificate AF = application form