JON HAWKINS SURRY HILLS PHOTOGRAPHY

**Membership Recruiter**

**Be part of a Wilder Future**

***Closing date: 9am Thursday 22nd May 2025***

***Interview date: Friday 30th May 2025***

Please submit your completed application to [jobs@staffs-wildlife.org.uk](mailto:jobs@staffs-wildlife.org.uk) before the closing date.

**Join Our Movement**

We are the county’s leading conservation charity, committed to protecting wildlife and inspiring a lifelong love of nature. Our climate is in crisis and nature needs our help, but together we can make a difference.

**Our 50-year vision is for a thriving county with wildlife at its heart, which everyone enjoys, values and wants to play their part in protecting and improving.**

**Our mission is to ensure that:**

We protect and enhance the wildlife and wild places of Staffordshire and promote understanding, enjoyment and involvement in the natural world.

Working for Staffordshire Wildlife Trust, in any role, means you are part of our ambition to halt and reverse natures decline in Staffordshire and across the UK, and to get more people to take meaningful action for wildlife. Whether you work in IT, in our cafes, or out on our nature reserves you will be working with colleagues towards the common purpose of a county richer in wildlife.

CHRISTINE HARDING SWT

**Working for Us**

At Staffordshire Wildlife Trust we don’t just offer jobs – we offer careers. For our people, being part of the effort to address the climate and nature crisis makes working for us truly meaningful and rewarding.

As well as investing in our mission, we invest in our people and culture. We’re committed to creating an engaging, supportive and inclusive workplace for all and providing opportunities for development, training and growth. We also provide a range of benefits such as flexible working, an employee assistance programme and a wellbeing allowance.

Your journey in the Trust starts with your induction. Whatever role you're here to do, we'll explain what to expect, show you where to go, and make sure you understand your new environment before you get going.

You’ll get chance to see what others in your teams, and across the Trust are doing through job shadowing and team working. We have 45 other Wildlife Trusts, working passionately just like us, whose knowledge and experience you can also draw from.

**Learning and Development** - one size doesn’t fit all, we will work with you to identify where you and the organisation want to grow and develop, and put together a personal plan that works for you, whether that’s on-the-job training, flexible e-learning, or one-to-one support.

If we need you to hold a qualification for your role, from either a legal or professional point of view, we’ll cover the cost of your membership fee where needed as part of your continuous professional development.

We believe work-life balance is important. We work 35 hours a week, and we believe a good work life balance makes for happier, healthier employees. We support flexible working wherever possible and we are currently trialling a hybrid working model.

**We have a range of benefits that support you when working for us:**

* *10% Non-contributory Pension*
* *Employee Assistance Programme*
* *Life Assurance*
* *Salary Sacrifice schemes for cycle to work and Electric vehicles*
* *25 Days basic holiday allowance, plus bank holidays, and extra Christmas leave.*
* *15% discount in our cafes*
* *PPE and uniform provided as required.*

TERRY WHITTAKER 2020/VISION

**What We Stand For**

We are:

**Resourceful:** Making best use of what we have, and always alive to opportunities to do things better and more efficiently

**Passionate:** Making the case for valuing and protecting wildlife

**Pioneering:** Using new and innovative ways to achieve our vision helping us led by example

**Evidence** **Based:** Making our case on scientific-face and interpretation

**Welcoming:** Giving our members, our supporters, and the wider public the best service possible

**Professional:** Striving to be the best we can be in all that we do, seeking continuous improvement and benchmarking our performance

**Collaborative:** Working in partnerships between staff, volunteers, members, communities, landowners, businesses and many others to achieve our vision

**We’re Wild About Inclusion!** To us, this means inspiring, empowering and engaging people from all backgrounds, cultures, identities and abilities, to change the natural world for the better. It means creating workspaces where difference is celebrated, everyone can be themselves and flourish, just like nature

**Staffordshire Wildlife Trust are committed to keeping children and young people safe**, you can see our policy here:  <https://www.staffs-wildlife.org.uk/our-policies>

Safeguarding and protecting our visitors, customers, members, staff and volunteers is the responsibility of every trustee, employee, and volunteer at Staffordshire Wildlife Trust.

**The Basics**

**Job Title:**  Membership Recruiter

**Contract Type:**  Permanent

**Hours:** 21 or 28 hours per week

**Pay:** £22,222 - £40,000+ (pro rata) with uncapped earning potential

**Work Location:** The Wolseley Centre ST17 0WT and venues throughout Staffordshire

**Who we’re looking for**

You don’t need to know a lot about wildlife and conservation, but you do need to be passionate about it and have the determination to make a difference. What knowledge you might lack initially will be made up for by your eagerness to learn.

Your confident and friendly personality, will enable you to engage positively with members of the public, giving you the opportunity to use your well-developed listening and oral communication skills.

You may not have worked in fundraising before, but ideally your background will include experience in sales, customer service, campaigning, teaching, or any other role where you had to weave compelling stories and communicate confidently.

You love being outdoors in all seasons, and your resilience is evident in your positive attitude.

**What you will deliver**

You will recruit new members at nature reserves, third party venues and events in and around the county. Your success will play a significant part in contributing to our overall fundraising goal, helping to fund our nature conservation work to protect and enhance the wildlife and wild places of Staffordshire.

You will deliver results in line with realistic targets and meet or exceed established KPIs in memberships recruited per day, retention rates, membership values and Gift Aid.

Being alive to new opportunities, you will support the venue co-ordinator by providing details of any new recruiting venues and events you become aware of. Your confidence will enable you to approach new venues to establish a professional rapport, thereby supporting our fundraising efforts.

Key Tasks –

* Recruit new members for Staffordshire Wildlife Trust using “soft sell” techniques at events and venues within Staffordshire to reach daily and annual targets
* Explain Gift Aid and encourage prospective members to sign up to the Gift Aid scheme (if eligible)
* Recruit members to other Wildlife Trusts using the Join Anywhere agreement as appropriate
* Transport, set-up, maintain and care for all equipment and recruitment aids, e.g. gazebo.
* Identify new events and venues and inform venue co-ordinator, and liaise with recruitment venues as required
* 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
* Complete all relevant paperwork, reports and time sheets in an accurate and timely manner in line with management requirements
* Attend training, line management meetings, team meetings and all staff meetings
* Always Represent the Wildlife Trusts in a professional and informed manner, whether engaging with members of the public, other Trust staff & volunteers, or any other supporters.
* Follow and implement the Code of Fundraising Practice
* To ensure Health and Safety obligations are met across the breadth of office and reserves activity.
* Comply with the General Data Protection Regulations including the keeping of records securely to protect the confidentiality of any information disclosed.
* Raise awareness of the work of Staffordshire Wildlife Trust and be an ambassador for the Charity.
* 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.
* 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. All staff are required to abide by organisational policies and procedures.

**What we’re looking for**

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| **Personal Qualities** | |
| **Passionate and Energetic** | You will believe in our core purpose and be passionate about tackling the nature and climate crisis. |
| **Team focused and supportive** | You will be an excellent team player, working alongside colleagues across teams and volunteers. You will be flexible, allowing you to respond to opportunities to maximise team success. |
| **Ambitious and Achieving** | You will be goal-driven with the desire to achieve and exceed targets. |
| **Resource Efficient** | You will use resources wisely ensuring maximum benefits and aim to use your time as efficiently as possible. |
| **Professionalism** | Always professional, on-message and on-brand – you will represent the Wildlife Trust and its values and mission at all times. |
| **Determination and Resilience** | You will have a can-do attitude and will take setbacks and feedback constructively. You adapt to challenging conditions and maintain a positive outlook. |
| **Problem Solving and Analysis** | You will relish a challenge and be analytical in your approach to solving problems. |

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| **Criteria** | **Essential** | **Desirable** |
| **Qualifications** | | |
| Valid driving license and own vehicle | X |  |
| **Experience** | | |
| Experience in similar role or a low pressure sales role |  | X |
| Previous experience of keeping records and accurate completion of forms |  | X |
| Working in a public facing role |  | X |
| Proven track record of successful membership recruitment |  | X |
| Experience of working in the charity sector and/or fundraising |  | X |
| **Skills/Knowledge** | | |
| Able to establish instant rapport and converse with people you don’t know | X |  |
| Excellent administrative skills with an attention to detail | X |  |
| Knowledge of the wildlife of Staffordshire |  | X |
| Good understanding of conservation and environmental issues |  | X |
| Previous experience/knowledge of Fundraising Regulations and GDPR |  | X |
| **Abilities** | | |
| Must be able to lift, carry and erect displays | X |  |
| Must be able to lift 25kg to transport and erect pop-up gazebo | X |  |
| Able to drive to locations throughout Staffordshire | X |  |
| Able to work outside in all weathers | X |  |
| Able to demonstrate the ability to be organised and work unsupervised | X |  |
| Must be able to work most weekends and during school holidays | X |  |
| Flexible to accommodate various working patterns which include occasional early starts and evening finishes | X |  |
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| **Additional requirements** |  |  |
| Must be competent with Microsoft 365 and iOS | X |  |
| Strict confidentiality needed and role will be subject to a basic DBS check | X |  |
| Exemplary verbal communication skills, and the ability to communicate with a variety of audiences | X |  |