



**Birmingham &  
Black Country**  
Wildlife Trust

## Job Description

<b>Job Title</b>	Membership Recruiter
<b>Responsible to</b>	Individual Giving Manager
<b>Responsible for</b>	Volunteers where relevant
<b>Department</b>	Fundraising and Communication
<b>Purpose of the Post</b>	Recruit new members to the Trust through a mixture of face-to-face and door-to-door approaches, representing the Trust in a positive and enthusiastic manner to enable prospective members to feel that the Trust is worthy of their support so they remain long-term supporters, pledging as much as they can.

### General Terms and Conditions

<b>Pay-scale</b>	Project Officer (Grade 2 Point 4)
<b>Salary</b>	£21,823.38 per annum pro rata
<b>Pension</b>	The Wildlife Trust contributes 7% to an employee pension scheme. Full details will be provided.
<b>Hours of Work</b>	Minimum 22.5 hours per week (flexible up to 37.5 hours per week). Overtime is not paid but time off in lieu will be granted for time worked at evenings and weekends.
<b>Start date</b>	ASAP.
<b>Duration of post</b>	Permanent.
<b>Probationary period</b>	All new employees are required to complete a probationary period of 6 months; in which time they are expected to demonstrate their suitability for the post.
<b>Holidays</b>	28 days' annual leave (pro rata), 3 of which to be taken over Christmas and New Year, plus statutory public holidays.
<b>Place of work</b>	This post is based at the Wildlife Trust's Head Office at Centre of the Earth, 42 Norman Street, Winson Green, B18 7EP, however, due to the nature of the role daily travel to various sites will be required.
<b>Equal Opportunities</b>	We are committed to ensuring transparent and non-discriminatory recruitment and employment. As a progressive charitable organisation, we champion equal opportunities and welcome applications from all sections of the community, regardless of any protected characteristic.

### Background

Birmingham and Black Country Wildlife Trust is a local charity uniquely protecting the wildlife of Birmingham, Dudley, Sandwell, Walsall and Wolverhampton. We are one of 46 local, independent Wildlife Trusts working to make the UK a better place for people and wildlife. We work to conserve biodiversity, improve the environment and raise awareness and understanding of wildlife issues.

Our vision is for Birmingham and the Black Country to have more wildlife, more wild places and more people with a strong connection to the natural world. We have over 7,200 members and have projects, nature reserves and environment centres across the area. We have exciting and ambitious plans to develop the Trust to help wildlife and engage more people with nature.

Our 8-year strategic goals to 2030 are:

**1. Nature is in recovery**

By 2030 we want to see 30% of Birmingham and the Black Country's landscape managed for the benefit of wildlife

**2. People are taking action for nature**

By 2030 we want to see 1 in 4 people across Birmingham and the Black Country taking action for nature

**3. Nature is playing a central and valued role in helping to address local and global problems**

By 2030 we aim for 500 hectares of land to be improved to provide nature-based solutions to our ecological and climate crises

### Key responsibilities

- Work to defined monthly targets to recruit new members to the Trust using a mix of Face-to-Face and a '2 step' Door-to-door approach.
- Operate independently and remotely within specified targeted geographical areas and via attendance at agreed events.
- Provide excellent customer service when approaching prospective members and encountering existing members.
- Accurate completion of membership recruitment forms, with clear explanation of gift-aid and direct debit payments.
- Support with the identification and booking of suitable events for membership recruitment including liaison with venue contacts.
- Submit new membership recruitment forms to the Trust head office in a timely manner.
- Maintain stock of membership recruitment materials including welcome packs and membership brochures.
- Provide daily reports on recruitment outcomes including footfall at events or number of properties approached, number of members recruited and hours worked within agreed timeframes.
- Comply with the Trust's Data Protection Policy and ensure confidentiality of member data at all times, acting in accordance with current data protection legislation.
- Support in the training of future recruiters and developing existing staff skills and confidence in opportunistic membership recruitment.
- Maintain abreast of wider Trust activities and projects.

### Other duties

- Attend and contribute to department and wider staff meetings.
- Carry out any other reasonable duties commensurate with the level of responsibility of the post, as requested by your line manager.
- Work with colleagues from other Wildlife Trusts and the Royal Society of Wildlife Trusts to share resources and best practice in membership recruitment.
- Undergo training as required to develop skills and knowledge.
- Act as an ambassador for the Trust, constructing and maintaining positive relationships with prospective members, donors, volunteers, visitors and other organisations.
- Abide by all Trust policies including equal opportunities, health & safety, safeguarding and data protection

## Other items

- The nature of this post means that regular out of hours and weekend working may be required, for which time off in lieu will be granted.
- This post is based at the Wildlife Trust's head office however due to the nature of this post, daily travel to various sites will be required.
- The post-holder will be required to hold a full driving licence and have access to their own vehicle to travel to different sites during the course of their duties, for which mileage will be paid according to the Trust's expenses policy.
- The post-holder will abide by all Trust policies including equal opportunities, health & safety, safeguarding and data protection.
- Training in all aspects of the role will be given.

## Person Specification

<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>
A-C grade GCSE in Maths and English.	✓	
<b>Experience</b>	<b>Essential</b>	<b>Desirable</b>
Suitable experience in low-pressure sales techniques.	✓	
Providing excellent customer service.	✓	
Proven record of developing good relationships with the general public.	✓	
Suitable experience in handling confidential or sensitive data.	✓	
Lone working.		✓
Handling confidential or sensitive data.		✓
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Basic knowledge of the charity sector / fundraising.	✓	
Basic knowledge of data protection legislation.	✓	
Basic knowledge of Direct Debits and Gift Aid.		✓
Charity Law, Data Protection, Fundraising Code of Practice, and other relevant marketing or fundraising standards across the UK.		✓
<b>Skills</b>		
Excellent verbal communication skills.	✓	
Self-motivated and well organised.	✓	
Flexible and able to address problems as they arise.	✓	
Excellent attention to detail.	✓	
Ability to work as part of a team.	✓	
Basic IT skills especially with Microsoft Outlook and Excel.	✓	
<b>Qualities</b>	<b>Essential</b>	<b>Desirable</b>
Be enthusiastic about Birmingham & the Black Country and its rich landscape.	✓	
Commitment to the Trust's vision, mission and values.	✓	
Confident, enthusiastic and polite manner.	✓	