

Membership Recruitment Officer (NE WALES)

JOB DESCRIPTION

Location: When 'out and about', venues throughout North Wales, when undertaking office-based NWWT East Office, Mold

Responsible to: Membership Marketing & Recruitment Manager

OVERALL PURPOSE OF THE JOB

To engage with and encourage members of the public to support the Wildlife Trust as members, through enthusing them about the Wildlife Trust's work at events or other venues across the region.

MAIN RESPONSIBILITIES

- Discussing and Identifying, arranging and attending a wide range of suitable publicly accessible events or venues across the North Wales region with the Membership Manager, including:
 - Local and county shows and other festivals
 - Tourist and/or local visitor fixed attractions
 - Retail outlets
 - North Wales Wildlife Trust nature reserves
 - Events organised by other Wildlife Trust staff members and/or volunteers
- Encouraging members of the public to support the Wildlife Trust, principally through membership but also through donations, sales of merchandise or by promoting volunteering opportunities, and meeting related targets
- Working closely with other Wildlife Trust staff and volunteers to help deliver events to the highest possible standard, maximising opportunities to recruit new members and promote the Wildlife Trust's core charitable objectives
- Raising public awareness about the work of the Wildlife Trust through face-to-face interaction, ensuring that the Wildlife Trust's brand guidelines are adhered to
- Ensuring that relevant legislation and good practice is adhered to at all times, including:
 - Fundraising
 - Health & Safety
 - Full compliance with the Data Protection Act
- Supporting the Membership Manager and Communications Officer in the production of membership-related literature and materials (e.g. display stand items, forms and paperwork)

- Supporting the Membership Marketing & Recruitment Manager in establishing a 'can-do' culture of membership recruitment within the wider Wildlife Trust
- Maintaining and caring for all event/membership recruitment materials
- Collating accurate data re. event attendance and success or otherwise in meeting objectives

The above list is not exhaustive and the postholder will, from time to time, be required to undertake other duties consistent with the purpose of the post. Please note that this role requires regular weekend and public holiday working, and some early starts and late finishes where events require them.

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, and any other reasonable duties required.

All staff are ambassadors for the organisation both internally and externally and are expected to always act in a professional manner. They are required to abide by organisational rules, policies and procedures as laid down in the staff handbook, adopt environmentally friendly working practices, set and maintain high personal standards of efficiency and customer care and foster a 'can do' culture based on ownership, initiative, teamwork and exchange of information.

Membership Recruiter (NE Wales) PERSON SPECIFICATION

	Essential	Desirable
Qualifications		
Be educated to GCSE standard	x	
Be educated to degree level		x
Possess other appropriate qualifications (e.g. in customer service)		x
Experience		
Demonstrate experience of working directly with members of the public	x	
Have experience working in a fundraising or sales environment, to agreed targets		x
Demonstrate experience of running events to agreed budgets		x
Knowledge, Skills and Abilities		
Demonstrate an awareness of the work of North Wales Wildlife Trust and the wider environment sector	x	
Be able to work flexibly and efficiently under their own initiative, often undertaking lone working	x	
Present a consistently friendly, welcoming manner to people from a variety of backgrounds	x	
Hold a full UK Driving Licence, (a Wildlife Trust vehicle may be available)	x	
Be able to speak, read and write in Welsh		x
Have experience of working with volunteers		x
Be familiar with a range of computer packages, including Microsoft Office		x
Possess an existing understanding of good practice/legislations concerning fundraising, data protection and health and safety		x
General		
Be comfortable working to set targets	x	
Be empathetic, especially with volunteers	x	
Be completely comfortable promoting the Wildlife Trust's membership programme, and able to demonstrate this	x	
Be able to work weekends and some evenings.	x	