

JOB DESCRIPTION

A. The Trust

Warwickshire Wildlife Trust is a registered charity and non-profit-making limited company dedicated to protecting wildlife and natural habitats throughout the county of Warwickshire, including Coventry and Solihull. The mainstay of the Trust's growth and development has been its membership, currently totalling over 17,000 members. It is one of 47 independent charities which form a national partnership - The Wildlife Trusts - with over 650,000 members and 2,500 nature reserves throughout the UK.

The Trust's 55 nature reserves total over 2000 acres, and are located throughout the county, in countryside and in towns. Some of these reserves are owned by the Trust, others leased or with access agreements. Practical work on nature reserves is largely carried out by a network of local volunteers. The Trust also works to protect wildlife by campaigning on nature conservation issues, by liaising with local authorities, other organisations, individuals and community groups, and by promoting a greater awareness of conservation to the general public. In order to carry out its conservation work the Trust maintains and updates a large database of information about wildlife sites, again with help from volunteers.

The Trust promotes wildlife education in schools, colleges and local communities through talks, exhibitions and guided walks. The Trust's junior membership is part of the national environment club - Wildlife WATCH - which provides projects for members and affiliated schools, so involving them directly with environmental issues.

In addition to income from membership, the Trust raises funds by sponsorship, grants, donations and legacies. It also generates its own income by selling goods at events and by carrying out professional consultancy and landscaping work through its subsidiary company Middlemarch Environmental Ltd, which works throughout the UK.

The Trust's Visitor Centre at Brandon Marsh near Coventry is surrounded by a 200-acre nature reserve, and open to the public 364 days a year. We currently welcome over 40,000 visitors, including 10,000 children on organised school visits. In 2002 we opened the Parkridge Centre in Brueton Park Solihull, providing environmental education, a nature area and coffee shop.

The Trust is governed by a Council of Trustees, elected from its members, which provides the overall direction for the development of the Trust. On a day-to-day basis the Trust's work is carried out by a staff of 60 (including Middlemarch), based at Brandon Marsh Nature Centre.

The Trust is also acting as the national headquarters for the GLOBE Programme, an international environmental education project for children in schools, linking active measurements of the environment by children throughout the world using the Internet.

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INVESTOR IN PEOPLE



B. The Job

MEMBERSHIP RECRUITER

Membership Recruiters are responsible to the Membership Manager for carrying out the door-to-door recruitment of members. The method used is a very 'soft-sell' approach over two visits, involving a friendly and tactful attitude at all times. This method aims to find out those people who are genuinely interested in the environment, and then give them a series of offers. In order to protect Recruiters, no cash is collected and all new members sign up to a direct debit. In order to protect the Trust, any Recruiter who generates complaints from the public will be dismissed. Duties of the job include visiting houses door-to-door to recruit Trust members, and carrying out the associated administration and organisation. Work will be located mainly in the areas in which Recruiters live, but travel more widely may be required.

C. Personal Responsibilities

MEMBERSHIP RECRUITMENT

- Undergo training in the Trust's special membership recruitment process.
- Visit houses door-to-door in targeted areas.
- Carry out the 'soft-sell' recruitment process, which is a two stage process involving leaving an information booklet on the first visit, and collecting it up again on the second.
- Where potential new members have a genuine interest in joining the Trust, sign them up as members, using a direct debit form.
- Leave an information pack including all contact details of the charity.

MEMBERSHIP ADMINISTRATION

- Agree areas to be targeted with the Membership Recruitment Manager.
- Complete records of addresses visited during each period of work.
- Complete membership application forms and direct debits or cheque/credit card payment details for every new member recruited.
- Complete records of all travel costs.
- Pass all records on to the Membership Manager every week.

TELEPHONE CAMPAIGNS

- During the months of December and January when the door to door season ends you will be required to fulfil customer service and fundraising telephone campaigns as required by the membership manager during your usual contracted hours. A suitable commission structure will be agreed prior to the commencement of each campaign.

PRIORITIES

- Decide on priorities for action within the above headings in collaboration with the Membership Manager and Membership Recruitment Manager.
- At all times a friendly, tactful and polite approach is essential.

WARWICKSHIRE WILDLIFE TRUST

PERSON SPECIFICATION – MEMBERSHIP RECRUITER

KNOWLEDGE

Awareness or appreciation of environmental issues
Using street maps

SKILLS

Communication skills (both written and spoken)
Administration skills (keeping records and managing documents)

ABILITIES

Able to communicate effectively with colleagues and the public
Able to drive

EXPERIENCE

Liaison or sales with the public
Maintaining a filing system

EDUCATIONAL ACHIEVEMENTS

A friendly personality is more important than educational achievements

CONTRA-INDICATORS

Unwillingness to work evenings or weekends
Unwillingness to undergo a compulsory Criminal Records Bureau check
Dislike of dogs or other pets

WARWICKSHIRE WILDLIFE TRUST IS STRIVING TOWARDS EQUALITY OF OPPORTUNITY IN ALL ASPECTS OF ITS WORK