



**Post: Membership Recruiter (off site) Casual or Self Employed**

**Grade: 4**

**Directorate: Marketing & Supporter Development**

**Location:** Home based – working at venues local to WWT Arundel or London Wetland Centre

**Reporting to:** Supporter Recruitment Manager

**Main function of post:** To engage with members of the public in a variety of venues, shows and events in order to sell WWT membership.

**Supervisory responsibilities:** None

**Hours worked:** Variable/flexible. There is an expectation that some work will be undertaken at weekends and on public holidays.

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## Main duties of the post

1. To proactively encourage members of the public to take up WWT membership, averaging a minimum of two membership sales per day.
2. To work professionally as an ambassador for WWT with venue staff and managers so that the opportunities for recruiting members are maximised, ensuring that the good name and reputation of WWT is maintained at all times.
3. To be responsible for managing the efficient running of WWT membership recruitment activity on a given day, according to requirements. This may typically involve collecting materials and equipment, transporting them to and from a venue, arriving and setting up in good time, liaising with venue staff, dealing effectively with unforeseen issues as they arise, adhering to on site Health and Safety requirements etc.
4. To be polite, informed and enthusiastic when dealing with the public whilst keeping a clear focus on selling WWT membership
5. To have a full understanding of all aspects of WWT membership in order to be able to deal independently with the most frequently asked questions.

6. To complete membership details accurately in keeping with WWT requirements, either on paper mandate forms or via a hand-held device.
7. To promote the option of paying by Direct Debit, and to encourage new members to Gift Aid their membership whenever possible.
8. To work effectively without direct supervision.
9. To adhere to the legal and professional requirements of the role, such as Data Protection compliance, Health & Safety etc.
10. To attend training and briefing sessions, as requested.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

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**Date raised: August 2010**

**Amended: June 2014**

# Person Specification

## 1. Qualifications

**Essential:**

- Educated to minimum GCSE standard or equivalent to include English and Maths

## 2. Experience

**Essential:**

- Experience of successful face-to-face contact with the public
- Excellent interpersonal skills
- A commitment to wildlife or conservation work

**Desirable:**

- Experience of in-store or street recruitment activity
- Experience of working in a retail, show or event environment
- Experience of working or volunteering for a charity or non-profit organisation
- Experience of being a visitor at a WWT centre

## 3. Managerial & Supervisory

**Essential:**

- None for this role

## 4. Responsibility

**Essential:**

- Ability to work independently, and to make decisions 'on the day' in order to maximise successful membership recruitment

**Levels of Responsibility:**

Type of Responsibility	Level (£'s)
Expenditure (exc. payroll)	£0
Cash Handling	£0
Assets (required for job, exc. buildings)	£250
Visitors (per annum)	N/A

## 5. Creative Ability

### *Essential:*

- Proven experience of being a self-starter, self-motivated and well organised, with a desire to meet and exceed agreed targets
- Strong attention to detail; ability to take membership details accurately

## 6. Contact

### *Essential:*

- Ability to communicate effectively with a wide range of people, including retail managers and staff and members of the public
  - Ability to demonstrate a high level of competence and confidence when addressing prospective members' needs and interests
  - Access to, and the ability to use a computer to communicate via email
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## General Notes

This position will require you to have your own means of travel to and from venues to transport display and other materials as required, normally working within a one hour radius of home.

You will be required to work flexibly, including weekends and public holidays by agreement with the Supporter Recruitment Manager.