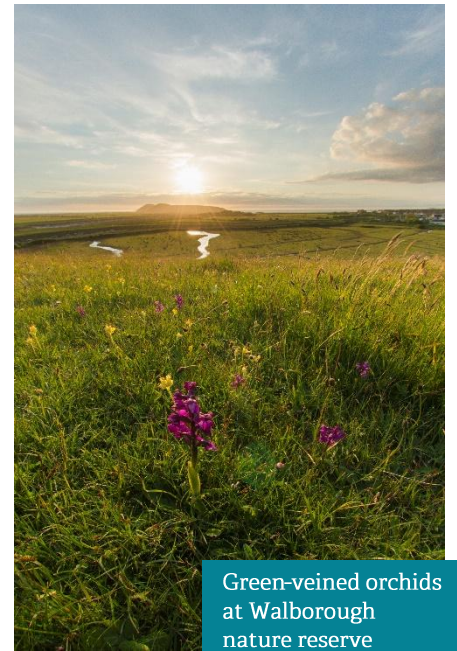




Children enjoying wild experiences at Folly Farm nature reserve



Green-veined orchids at Walborough nature reserve

Membership Recruiter

Want to be part of Avon's wilder future?

This exciting role involves engaging with the public at a range of different pre-booked venues, shows and event to recruit new members and secure long-term donations. Through this, you can make a real and lasting impact to Avon's wildlife and wild places.

We're open to applications from a range of candidates. You may have direct experience in sales or fundraising, be looking for a career change, a new challenge in retirement or be a student looking for your first /an early role in the charity sector.

We're looking for people who are likely to be looking to work part-time, though people with experience may be able to secure full-time roles. You can choose between permanent contract or more flexible zero-hours arrangement.

So, if you have good verbal communication skills, can build relationships, and are passionate about making a positive difference, **then we want to hear from you!**

You'll be joining a friendly, driven team and full training will be provided to successful candidates.



Avon
Wildlife Trust

The basics

Job title:	Membership Recruiter
Wildlife Trust area:	Avon.
Contract type:	Permanent, subject to the successful completion of a probationary period of up to 3 months.
Hours:	As specified.
Salary:	Enhanced £14 per hour during probationary period, £12 post probation (£12.50 from 1/4/25). Average earnings of £20+ per hour. Uncapped commission and bonus.
Reports into:	Membership Sales Manager.
Line reports:	No staff management but may work alongside other SWWFL employees and Wildlife Trust employees and volunteers.

The job in a nutshell

The successful candidate will inspire people to regularly support Avon Wildlife Trust through becoming a member and making regular, affordable donations. They'll do this by attending pre-booked events and venues across Bristol, Bath and the surrounding areas, setting up displays, meeting members of the public, engaging them with our work, and asking them to join us to create county where nature thrives. A lightweight mobile exhibition and branded clothing, full training and ongoing support are all provided.

Avon Wildlife Trust: what we believe and what we do

Avon Wildlife Trust is the largest local charity working to protect wildlife and inspire people in the West of England. We work across the old county of Avon and cover the four local authority areas of Bristol, Bath and North East Somerset, South Gloucestershire, and North Somerset.

We care for 30 nature reserves - from ancient bluebell woods to Iron Age forts, nationally important wetlands which are a haven for rare, wading birds, and wildflower meadows. Our educational and community programmes help people of all ages connect with and benefit from the natural world around them - and take action themselves to help nature's recovery.

We want to see nature restored on a grand scale across the Avon region. We have big plans between now and 2030 to see this happen.

[Read our strategy](#)

About South West Wildlife Fundraising Ltd

South West Wildlife Fundraising Ltd (SWWFL) inspires people to support their local Wildlife Trust through membership and a regular donation. We carry out face-to-face membership recruitment at local venues and events on behalf of Wildlife Trusts in Avon, Devon, Dorset, Gloucestershire, Gwent, Hampshire & Isle of Wight, Herefordshire, Somerset, Shropshire, Wiltshire and Worcestershire.

We are wholly owned by Wildlife Trusts, working collaboratively as a specialist organisation to increase effectiveness, minimise costs and innovate successfully. We aspire to achieve this in an ethical way, characterised by high standards of personal and organisational conduct coupled with compliance with best fundraising practice. We are members of the Chartered Institute of Fundraising and work to a strict code of conduct.



Team days at Avon Wildlife Trust nature reserves



Bringing wildlife to the local community



Supporting the Grow Wilder community hub

Key responsibilities

- Recruit new, long-term members for a defined Wildlife Trust or Trusts.
- Engage members of the public in private and public site locations to introduce the benefits of membership to the local trust and to national wildlife trusts.
- Actively pitch to sufficient members of the public each day consistent with achieving a target number of daily new memberships. Typically, this could be between 30-100+ people, depending on the venue/footfall
- Sign-up members and arrange for collection of membership donations via completion of direct debit mandates.
- Build good relationships with local venues and increase the likelihood of return
- Complete and return all relevant new membership information, maintaining high standards of data protection at all times, reports and time sheets as required
- Keep up to date with Wildlife Trust activities
- Attend relevant training and information events run by SWWFL or individual Wildlife Trusts
- Follow SWWFL's policies relating to customer service, health and safety and data protection. Represent SWWFL and the Trust you're supporting to a high standard of professionalism
- Any other relevant duties as delegated by your line manager.

Other:

- The nature of the role will require some weekend working and working on Public Holidays
- Recruiters will need to have use of a car to reach agreed work venues

Person specification: what we're looking for

The table below provides a sense of the skills, experience, and personal qualities we're looking for. The most important thing is that the successful candidate must be driven, an excellent communicator, and passionate about the role and the positive change it can create.

	Essential	Desirable
Skills	A good and persuasive talker	Displays evidence of competence in conveying information concisely and persuasively
	Able to quickly build a rapport with members of the public	Breadth of life experience; demonstrate outcomes resulting from engagement
	Able to adapt approach to suit different individuals and venues	Range of roles in complementary workplace situations
	Good literacy and numeracy skills	Achieved minimum GCSE/ equivalent qualifications or above
Knowledge & qualifications	Keyboard/ information input skills; use of Microsoft Office software	Experience of using Customer Relationship Management (CRM) systems

Experience	Working in customer-facing role	Promotions, business development or sales experience in a similar Face to Face environment
	Being used to meeting workplace goals and/or targets	Demonstrable experience of hitting targets/KPIs; targeted environment
	Meeting, greeting and engaging prospective customers	Structured sales training; evidence of sales results
Personal attributes	Confidence; positive personal impact, passionate	Examples of personal achievement and ability to convey empathy and appropriate authority
	A general interest in wildlife and nature conservation	Ability to grow and develop trust knowledge and insights
	Approachable and personable	Evidence of translating personal empathy into results
	Reliable and well organised	Evidence of having worked from home base in a field environment
	Resilient, with a positive outlook	Experience of or strong willingness to work in outdoorsy environments
	Comfortable working alone	Evidence of working in solo and remotely managed operations
	Physically fit; able to transport stands and marketing equipment to venue location; spend extended periods on feet at venue engaging the public	Experience of undertaking Face to Face marketing in physically demanding comparable role(s)
Able to provide	Full driving licence, access to a car with comprehensive business insurance	
	Ability to work from home with access to a computer and broadband	Prior experience of remote working using home-based IT

