

NORFOLK WILDLIFE TRUST

Membership Recruiters – Door to Door



Norfolk Wildlife Trust is seeking articulate, organised and committed individuals, preferably with previous experience of engaging well with the public. This may include previous sales experience but this is not essential. The position involves working independently, requiring much self-discipline and motivation - however the rewards for the successful membership recruiter can be high.

The Trust prides itself on its approach and recruiters will be expected to be friendly, positive and sensitive in their dealings with the public at all times.

Whilst Norfolk Wildlife Trust currently has over 35,000 members, there are many areas where we have few members and these could be lucrative areas in which to recruit.

The recruiters will recruit new members of Norfolk Wildlife Trust using a well practised, two-step approach. The first step involves asking members of the public to take and read the charity's membership recruitment booklet. The second step involves returning the next day and collecting the booklet. At this point, the member of the public will say whether they wish to join or not. The recruiter will maintain records of where they have visited, where they have left booklets and the outcome of the call. Also, the recruiter must be able to confidently help fill in a membership & direct debit form and then post this back to head office with other administration forms.

Norfolk Wildlife Trust will pay recruiters 60% of the annual value of the first year's membership subscriptions, including the value of Gift Aid if claimable. Based on our previous experience of the rate of signing up new members, over an average of only 15 hours a week a recruiter could expect to earn between £225 to £600 a week equating to £15 to £40 per hour.

The recruiters will be self-employed and will be responsible for paying their own National Insurance contributions and income tax. Whilst recruiting can take place at times to suit the recruiter, in our experience the most successful times by far are in the early evenings and weekends so please bear this in mind before applying. The recruiting is likely to take place in the recruiters' local area but depending on their location recruiters may need to travel further afield using their own transport in order to maximise their success.

The recruiters will be given training and once in contract will be advised by our membership recruitment consultant to help maximise their earnings.

In the event that new members cancel their subscription within 6 months a refund will be required from the recruiter if the member has not paid enough to cover the commission earned for recruiting them. This refund will be made from the next month's commission payment. In addition a retention fee of 5% of the commission due to the recruiter each month will be retained by Norfolk Wildlife Trust to cover future cancellations in the event that the contract with the recruiter finishes.

Membership recruiters will be required to purchase membership recruiting booklets at their cost price to replace booklets not collected on the return visit to potential members or become unusable. Norfolk Wildlife Trust branded clothing will also be provided after one month's successful recruiting and this will remain the property of Norfolk Wildlife Trust.

Application Procedure

Applicants should apply by sending a copy of their CV, giving full details of education, employment history, including dates and outlining relevant experience. Please also supply details of two referees, one of whom can comment on your work experience. You should also include a statement of application outlining why you consider yourself suitable and what particular experience, skills and attributes you have which will enable you to succeed as a Membership Recruiter. Please write clearly on the top of your application 'Membership Recruiter'.

Completed applications should be marked 'Private and Confidential' and sent to Jen Palmer at Norfolk Wildlife Trust, Bewick House, 22 Thorpe Road, Norwich, NR1 1RY.

Please indicate in your application where you saw our advertisement.

We regret that we are unable to acknowledge receipt of your application unless you send a stamped, self-addressed envelope. Otherwise, we will only contact you if you have been selected for an interview.

Norfolk Wildlife Trust