



# Face to Face Membership Fundraiser

## Ulster Wildlife

**CLOSING DATE:** 12 noon Wednesday 30 April 2025

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**Ulster Wildlife**  
McClelland House  
10 Heron Road  
Belfast  
BT3 9LE  
02890 454094  
[recruit@ulsterwildlife.org](mailto:recruit@ulsterwildlife.org)  
[www.ulsterwildlife.org](http://www.ulsterwildlife.org)



## MEMBERSHIP FUNDRAISING AT ULSTER WILDLIFE

Thank you for your interest in the Face-to-Face Membership Fundraising role at Ulster Wildlife.

Ulster Wildlife's members are champions of nature, playing a vital role in our mission to **Bring Nature Back** to Northern Ireland and beyond.

As a **Membership Fundraiser**, you will be at the forefront of engaging the public and securing regular-giving donors to support the charity's essential work—both now and for the future. Through direct, in-person engagement at venues across Northern Ireland, you will help strengthen the charity's financial foundation. By meeting fundraising targets, you will make a lasting and positive contribution to the success and impact of Ulster Wildlife's conservation efforts.

Joining our team means you'll play a key role in ensuring the financial sustainability of Ulster Wildlife's conservation projects, directly contributing to innovative wildlife restoration and protection initiatives that deliver real, long-term change for nature.

## WHY SHOULD I APPLY FOR THIS ROLE?



"Helping people connect with nature **gives me a real buzz!** It's a vibrant team of passionate, knowledgeable people. **You'll learn so much about local wildlife.**"

"I enjoy doing a **job that helps wildlife.** Meeting lots of new people is fun and rewarding, and **welcoming new members is easier than I anticipated.**"





## ABOUT ULSTER WILDLIFE

We are Northern Ireland's largest local nature conservation charity, established in 1978. We're working to bring nature back on land and at sea, inspire people to take action for nature and climate, and play our part in ending the climate and ecological emergencies. We manage 18 nature reserves; save species at risk including barn owls and hedgehogs; restore and connect habitats such as peatlands; influence government policy and empower people to stand up for nature. We are one of 46 independent Wildlife Trusts, collectively working across the UK to bring nature back. We are driven and supported by over 14,000 members.

Nature is in crisis and declining at rates unprecedented in human history. Ulster Wildlife has a plan to not only slow the loss of nature, but to actively reverse its decline.

**Our Vision - A wilder future where people and nature are thriving together.**

See – [www.ulsterwildlife.org](http://www.ulsterwildlife.org) for more information about us and our important work.





## RECRUITMENT PROCESS

### APPLICATION FORM

Please download an application form from [www.ulsterwildlife.org/jobs](http://www.ulsterwildlife.org/jobs). The completed application and monitoring form must be received no later than **12 noon on Wednesday 30 April 2025** in Microsoft Word format (NOT PDF) via email to [recruit@ulsterwildlife.org](mailto:recruit@ulsterwildlife.org). Applications received after the deadline will not be accepted. CVs will not be accepted.

**Please note that because the nature of this role requires independent travel to venues and events across Northern Ireland candidates are required to have a full driving license and access to your own vehicle. If offered the role Class 1 Business car insurance will be required in order to claim mileage expenses.**

Under the section headed 'Role Requirements' it is essential that applicants clearly demonstrate through the use of examples how they meet the essential and/or desirable criteria required for the post. It is not acceptable to simply restate the criteria. The shortlisting panel will not make assumptions and if applicants do not demonstrate, through examples, how they meet the criteria they will not be shortlisted to the next stage of selection.

Ulster Wildlife reserves the right to interview only those who demonstrate on their application form that they fully meet the essential criteria and desirable criteria. Ulster Wildlife reserves the right to apply additional criteria to facilitate the shortlisting process where necessary.

All applicants will be contacted regarding the outcome of their application. However, regretfully due to limited resources, Ulster Wildlife cannot provide feedback regarding your application.

Ulster Wildlife makes employment decisions based solely on merit however any offer of employment is conditional on the receipt of two satisfactory references, certificates to support stated qualifications, and proof of the right to work in the UK. Please note Ulster Wildlife does not hold a Sponsor License.

Canvassing will automatically disqualify.

Ulster Wildlife supports the principles of equality of opportunity. Ulster Wildlife's Safeguarding Commitment Statement can be found here [www.ulsterwildlife.org/safeguarding-statement](http://www.ulsterwildlife.org/safeguarding-statement).

Ulster Wildlife is committed to protecting the privacy and security of your personal information. You can read about how and why Ulster Wildlife uses your personal information here [www.ulsterwildlife.org/privacy-notice](http://www.ulsterwildlife.org/privacy-notice).

## ASSESSMENT

We will contact you to let you know if you have been shortlisted for the assessment process.

We expect to conduct the assessment in two stages. If you are successful at stage 1 then you will be invited to stage 2:

### Stage 1- Interview

Formal competency, question-based interview at Ulster Wildlife, McClelland House, 10 Heron Road, Belfast BT3 9LE. The interview should last no longer than 30 minutes.

### Stage 2: Trial Shift

Trial shift of approximately 2.5hrs at a location in Northern Ireland with an experienced member of the Membership team.

If you have any questions about the role or assessment process, please contact us at: [recruit@ulsterwildlife.org](mailto:recruit@ulsterwildlife.org) or call Jane on 07485 329716.



## USEFUL INFORMATION ABOUT THE ROLE:

### Where will I be working?

Your work location will change regularly, example locations include but are not limited to:

- Garden Centres
- Outdoor/Adventure shops
- Shopping Malls
- Farm shops
- Other Retail venues
- Festivals and community events, typically outdoors.
- Agricultural shows

Outdoor events take place year-round, and many are great opportunities to meet new nature champions, you should be comfortable working in all reasonable weather conditions. Seasonally appropriate uniform is provided for you.



### What does a typical working week look like?

A typical working week for a full-time contract is 37.5 hours per week, worked over five days Monday to Sunday. **Weekend work is frequent throughout the year. There will be some evening work at late-night shopping venues.** Many of the opportunities Ulster Wildlife has to engage with large numbers of people occur at the weekends and public holidays e.g. agricultural shows, festivals and markets so it is essential that weekend and public holiday working is suitable for you.

### What is a typical day like?

No two days are ever quite the same! One day you might be in a local grocery store and the next at the biggest agricultural show in Northern Ireland. A typical day for a full-time member of staff is 7.5 hours, however on occasion an event may have an early start and late finish which incurs additional hours worked. Ulster Wildlife operates a flexi time policy to cover the hours of these occasional longer days, where you can take time off in lieu for any additional hours worked.

### Logistics and Travel

You will be responsible for getting to and setting up your portable stand at most venues on your own. At larger venues and events, e.g. The Balmoral Show the stand may be set up in advance by the Membership Team. You may sometimes be asked to help with setting up larger events, depending on the location, your work schedule for the week, or requirements of the event organiser.

Some of your shifts may be in locations which are over an hour drive from your home location. These are limited where reasonably possible however viable opportunities may require longer driving times or distances.



### Manual Handling requirements

Day to day equipment includes a portable promotional stand, pull up banners, information packs and other ad hoc stationery required to be successful in the role and stand out from other distractions. Where possible you will be provided with a carry case and a trolley to transport equipment, but some lifting and manual handling (up to  $\pm 30\text{kg}$ ) will be required. Larger events may need a gazebo, associated weights and larger tables to be transported and moved into the venue for the day. Support from other team members will be provided where necessary.

### Flexibility

Occasionally a pre-agreed schedule of events may be altered if a preferable opportunity arises, so some flexibility will be required to maximise membership fundraising opportunities. This role may require occasional overnight stays away from home. These are rare but may be necessary for an event or show that is over multiple days.



### Who will I be working with?

This role is primarily a solo working role so you should be comfortable spending large amounts of time on your own and be self-motivated to keep engaged with members of the public. You will be part of the Membership Team who will support you and at larger events you'll work with another Membership Fundraiser. Where opportunities allow, you will get to work with colleagues from across the various teams at Ulster Wildlife.



### What training and support is available?

You will have a series of training sessions on site at Ulster Wildlife Offices and will undertake a supported fundraising training session at a venue with an experienced Membership Fundraiser - all to prepare you for getting out and talking to the public. The Membership Team Leader will be available while you are working to give support via telephone and to debrief after a shift. You will have monthly 1-1 meetings with the Membership Team Leader, occasional onsite training support and you will be invited to attend regular team meetings.

In your first couple of weeks, some time will be spent undertaking organisation-wide inductions so you can get to know more about Ulster Wildlife and our work protecting local wildlife and wild places. You will also be provided with online training to cover areas including manual handling, health and safety and data protection.

### Representing Ulster Wildlife

When employed by Ulster Wildlife you will be required to act in accordance with Ulster Wildlife values and policies at all times, always creating a positive impression and acting as an ambassador for the charity and the mission to Bring Nature Back.



## ROLE DESCRIPTION

<b>Role:</b>	<b>Face to Face Membership Fundraiser (regular giving)</b>
<b>Salary:</b>	£24,023 (pro rata for part time roles) plus Commission. Access to employer's contributory pension scheme - maximum 10% per annum (Pending Pay Award Approval from April 2025)
<b>Contract:</b>	Permanent. This post is subject to a 6-month probationary period.
<b>Hours:</b>	Full-time (37.5hrs pw) and part-time (15hrs, 22.5hrs, 30hrs) will be considered. Weekend and Public Holiday work will be frequent with occasional evening work.
<b>Location:</b>	<b>Northern Ireland wide.</b> You will be required to travel to venues and events throughout NI; You will be required to attend meetings and training at Ulster Wildlife Offices, 10 Heron Road, Belfast, BT3 9LE and occasionally at other Ulster Wildlife sites.
<b>Leave:</b>	24 days per annum plus 12 days statutory holidays rising to 26 days following three years' service. (Pro-rata for part time roles)
<b>Reporting to:</b>	Membership Team Leader
<b>Other Benefits:</b>	<ul style="list-style-type: none"> <li>• Commission, increasing the earning potential to £17p.h</li> <li>• Health cash-back plan</li> <li>• Flexi-time system</li> <li>• Mileage and expenses (within agreed parameters).</li> </ul>

## KEY DUTIES OF THE POST

- Achieve individual and team targets for signing up new members (monthly donors) by proactively engaging with the public at large shows, events, and retail venues.
- Understand the principals of Gift Aid and encourage new members to sign up to the Gift Aid scheme.
- Develop and maintain an understanding of the work of Ulster Wildlife, its activities and nature reserves to persuade new members to support Ulster Wildlife.
- Accurately record and submit new members' information complying at all times with our Data Protection Policy and Procedures.
- Ensure all membership fundraising activities are carried out in accordance with the Code of Fundraising Practice and other best practice promoted by the Fundraising Regulator, the Institute of Fundraising and Ulster Wildlife policies.
- Maintain and bolster the development of positive relationships with pre-existing fundraising venue managers and staff.
- Provide feedback to the Membership Team Leader on locations and events to maximize future membership promotion opportunities.
- Work with the Membership Team Leader on the research and booking of venues and events for membership fundraising opportunities.
- Work with the Membership Team Leader to develop and deliver nature and wildlife themed talks for groups / organisations with the view to increasing the scope of membership fundraising opportunities.
- Maintain and be responsible for Ulster Wildlife equipment and promotional materials.

- Attend any training/team meeting/events organised by Ulster Wildlife as well as monthly/annual supervision meetings.

**No job description can cover every issue or scenario which may arise and subsequently the post-holder may be expected to carry out other duties broadly consistent with those itemised above.**

## **PERSON SPECIFICATION**

### **Who is this role for?**

This role suits someone who has strong communication skills, is a team player, self-motivated and determined to succeed in the role along with an understanding of Ulster Wildlife's need for regular giving donors.

We welcome applications from people living across Northern Ireland as we wish to cover as wide a range of venues and events as reasonably practical. There is no requirement to live within close distance to our Head Office in Belfast.

### **Essential Criteria**

1. At least one year's full-time (or part-time equivalent) experience in a face-to-face sales, promotions or fundraising role. This may be from paid employment or voluntary experience.
2. Demonstrate experience in successfully meeting agreed sales or fundraising targets.
3. The confidence and capability to approach and build rapport with members of the public, and inspire verbally, asking for financial support from potential new members
4. The ability to work alone and solve problems without direct daily supervision.
5. The ability to undertake basic administrative tasks, keeping accurate records and submitting paperwork on time.
6. Basic IT skills including use of a combined email and calendar service e.g., MS Outlook or Gmail.
7. Full driving licence and access to your own transport for business purposes which enables you to meet the requirements of the post in full.
8. Minimum of a Grade C or equivalent Level 2 qualification in English Language and Mathematics.
9. Flexibility to regularly work weekends and some evenings.
10. The ability to transport bulky and heavy items such as gazebo and associated weights, display stands and boxes of information (up to 30kg). Where possible you will be provided with a carry case and a trolley to transport equipment.

### **Desirable Criteria**

1. Experience of securing donors for a voluntary/community organisation.
2. Knowledge of the Code of Fundraising Practice and Data Protection principles.