**JOB TITLE: Sales Team Leader (‘STL’), Membership Recruiting.**

# REPORTING TO: Regional Membership Sales Manager (‘MSM’)

**LOCATION: Home-based to cover travel across designated Trust areas: Dorset, Wiltshire, Hampshire & IoW.**

**TERMS: Permanent, 5 days per week (1.0 FTE), with 3 days undertaking team management support and 2 days delivering personal sales.**

# Base salary: £22K pro-rated + commission [OTE of £28K]

# Job Purpose

The SalesTeam Leader (‘STL’) will provide a flexible, dedicated resource across their designated Wildlife Trust areas in support the Membership Sales Managers (‘MSMs’). The goal is to achieve new member recruitment targets by enhancing the capacity and quality of new/existing membership recruiter (‘MR’) staff and the contribution of your own personal sales.

The STL will provide a range of services including induction training, field-based and classroombased coaching and development of new and existing membership recruiters to ensure Trust targets are achieved. Flexibility to ensure that opportunities are maximised through providing cover to major events, shows, venues and corporate locations and enhancing SWWFL’s resilience at times of peak holiday requests will be paramount.

The rationale is twofold: to ensure that our new & existing recruiters are trained and developed in a professional way to optimise their contribution to the Trust’s target and to ensure the resilience of SWWFL’s performance and counteract short-medium term adjustments in MR capacity to deliver a reliable and predictable level of new memberships and revenues to client Trusts.

The very nature of Face-to-Face channels is that they tend to be fluid requiring regular prioritisation of time and resources to capitalise on opportunities. Hence the TL will need to work closely with the MSMs, Venue & Operations Manager and respective Venue Co-ordinators for the designated Trusts to maximise their performances. The role requires the ability to see the big picture, be confident and comfortable in a tactical environment subject to fast-moving change. Maturity, reliability, resourcefulness and the ability to lead by example will, therefore, be key components of the role.

# Key responsibilities

* Support the recruitment of new MRs with MSMs via a range of recruitment channels and inhouse recruitment pathways, optimising key messages to increase the level of high quality respondents.
* Support screening and interviewing of candidates, identifying those with suitable existing experience and/or talent which can be developed. Ensure quality control and legal compliance in all elements of staff recruitment.
* Arrange and deliver delegated classroom-based induction training, field-based sales training and coaching and support the development of new and existing membership recruiters as agreed with MSMs.
* Inspire and coach recruiter colleagues to deliver budget targets and key performance measures including membership volumes and average values attracted from new members.
* Lead from the front, using personal sales and sales management experience in a relevant F2F/ direct sales setting, to model and share effective, ethical high-performing sales & recruiting techniques.
* Motivate and performance-manage the teams of face-to-face Membership Recruiters (‘MRs’) in designated Trust areas.
* Support MRs with the provision of kit and equipment, influencing Trust colleagues to invest and innovate to create attractive, impactful marketing stands and supporting equipment.
* Deliver personal membership signings to help meet team targets and KPIs and
* Lead from the front through positive behaviours, personal example and achievement in all things.
* Maintain high standards of face-to-face (‘F2F’) fundraising consistent with the Fundraising Code, Private Site Rulebook and our accreditation with the Institute of Fundraising.
* To maximise membership recruitment opportunities by working closely with the central Venues Team; identifying, introducing and building relationships with appropriate venues.
* Review and plan pattern of working on a regular basis with MSMs and venues colleagues to effectively marshal resources and optimise opportunity.
* Liaise and work with key contacts in SWWFL Trusts to ensure good planning, delivery and relationships with the Trusts
* Contribute to resources management to optimise team effectiveness; support development of regional strategy and innovation to continually improve recruiting capability and performance.
* Provide regular contact with and support to designated Membership Recruiters to ensure that their performance and behaviours are actively managed and developed.
* Ensure visibility of MR performance on a daily basis to MSMs, providing weekly summaries and engaging in all aspects of planning, forecasting and development of strategy/resources for the teams and across the 4 designated Trusts.
* Support MSMs with probationary and on-going 1:1 reviews, as directed by MSMs, to provide clear feedback and direction to maximise performance and role satisfaction.
* Ensure that recruiters perform to the highest levels of fundraising practice, meeting the compliance requirements of the Institute of Fundraising and maintaining the confidence of the client trusts we represent.
* Use Customer Relationship Management (‘CRM’) and other information systems and data to better understand, manage and improve the effectiveness of the teams and contribute to wider strategic developments.
* Facilitate regular team meetings and attendance at relevant trust events to develop and maintain good knowledge of the trusts and their ethos and build strong working relationships.
* Maintain strong relationships with client trusts, meeting regularly to review performance and work together to maximise partnership opportunities. Respond promptly to any complaints or concerns.
* Ensure effective reporting and communication, including ensuring that Membership Recruiters complete and submit required paperwork to a good standard and within agreed timescales.
* Provide cover for MSMs performing responsibilities designated in absence & representing them as requested.
* Provide cover for equivalent TL in the other designated sub-region to ensure good running of the business and act as point of emergency contact for each other when working at weekends.

# Background

The Wildlife Trusts is a national federation consisting of 46 Wildlife Trusts across the UK England, Scotland, Wales, Northern Ireland and the Channel Islands. Each Wildlife Trust is a charity and member-supported organisations who rely on memberships as a key source of income and volunteer support. Membership is vital as it often provides the only stable, predictable source of income to the Trusts. With over 800,000 members across the UK they provide a powerful mandate for the Trusts to undertake their conservation work and to have significant local influence.

South West Wildlife Fundraising Ltd (‘SWWFL’) is owned by eight regional Wildlife Trusts - Avon, Devon, Dorset, Gloucestershire, Hampshire & IoW, Somerset, Wiltshire and Worcestershire – and provides face-to-face membership solutions for its owning client trusts.

Teams of MRs, led by a Membership Sales Manager, work at pre-arranged venues such as supermarkets, garden centres, retail stores, local events and county shows across the 8 southern and western counties. This recruitment channel uses a display stand and associated marketing materials – which can be combined with activities to promote interest in approaching the display materials – to assist the MR engage with the public to gain new memberships.

Membership Sales Managers have responsibility of county-based teams of MRs, for maintaining staffing levels and the management of Membership Recruiters including oversight of venues and recruitment opportunities. Given that teams are dispersed across the 8 SWWFL Trusts you may exceptionally be asked to work anywhere in these areas but, ordinarily your focus will be your subregion.

# Principal accountabilities

* Ensure training/coaching and personal membership recruitment targets are met by active management of membership recruiters, monitoring individual performance, training and developing sales skills; utilising performance management and advising on improvements in operational delivery.
* Ensure quality control and legal compliance in all elements of the membership recruitment process in line with Fundraising Regulator’s Code of Fundraising and Private Site Rulebook, SWWFL Policy & guidelines and the General Data Protection Regulation (2018).
* Maximise the recruitment opportunities for SWWFL by identifying appropriate venues across the county areas in liaison with Venue team and individual Wildlife Trusts.
* Ensure Membership Recruiters represent and promote the Trusts to the general public through professional conduct at all times and maintain a good awareness of current work and strategy.
* Develop and maintain a good knowledge and understanding of the work of the Wildlife Trusts in agreed areas including activities, nature reserves and membership package.
* Ensure enquiries and complaints are dealt with according to agreed processes, escalating to the Chief Executive if required.
* Provide regular reports as required by MSMs or Chief Executive.
* Maintain an up to date knowledge and awareness of relevant good practice guidance and requirements.

# Hours of work

37.5 hours per week – some weekend work is required, reflecting the pattern of MRs working and best opportunities for personal sales.

# Place of work

This role will be based from home with extensive travel to support the needs of your designated Trusts. County/team boundaries and size may change to suit the needs of the business.

# Pay

* Total remuneration will comprise of a basic salary and a commission component. The basic salary will start at **£22K** pro-rated for the three days of STL responsibilities and an hourly rate + commission for the two days of field-based selling.
* **Hence on target earnings (‘OTE’) of £28K are achievable.**
* Business travel – paid at 22p per mile, for every mile travelled from your home for the STL role and 40p per mile, after 30 miles, for the sales recruitment role.
* Contributory company pension after qualifying period.

# General

• In order for the organisation to work effectively you may be required to assist with other areas of work and, therefore, should be prepared to undertake other duties appropriate to the post, as identified by the Membership Sales Managers or Chief Executive.

# Person Specification

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|   | **Essential**  | **Desirable**  |
| **Skills & attributes**  | Able to lead, motivate and develop geographically dispersed sales teams  | Proven ability in developing and training successful sales professionals in direct sales/B2C environments  |
|  | Training experience in comparable sector/organisation  | Training qualification or equivalent  |
|   | Capable of imaginative and engaging presentations  | Experienced and accomplished presenter/ trainer  |
|   | Ambitious and target-driven  | Experience of achieving targets in F2F or B2C/B2B environments  |
|   | Sales and coaching skills; excellent communication skills  | Formal sales training and/or coaching qualification  |
|   | Ability to undertake and demonstrate personal sales at venues to MRs  | Credibility derived from successful track record of selling  |
|   | Flexible attitude to working environment and ability to prioritise effectively  |   |
|   | Ability to develop effective working relationships quickly  |   |
|   | Able to work a minimum of one weekend day and occasional evenings where required  |   |
|   | Able to travel throughout your territory  | Good geographical knowledge of SWWFL Trust  |
|  |  | regions and venue opportunities  |
| **Knowledge & qualifications**  | Good knowledge of performance management within the context of sales environment/ face to face membership sales and of how to deal with underperforming team members  | A good understanding of charity law, and other relevant legislation, regulations and good practice  |
|  | Use of Microsoft Office software including Outlook, Word and Powerpoint  | Experience of using Customer Relationship Management (‘CRM’) systems, such as SalesForce  |
|   | General interest in wildlife, the environment and conservation  | Knowledge of the work of Wildlife Trusts and the challenges they face  |
|   | Data protection & commercial confidentiality  |   |
| **Experience**  | Proven track record of successful sales management in direct sales (B2C or B2B)  | Management of membership recruiters with good geographical knowledge of Trust areas  |
|  | Experience of full range of first line management responsibilities  | Experience of delivering HR practices and procedures  |
|  | Experience of effective performance management within a target-driven environment  | Experience of face to face or venue-based fundraising  |
|   | Analysis of data and the production of management reports  | Creation of reporting from CRM or equivalent software systems  |
|   | Experience of the discipline of home working  | Experience in managing remote, dispersed teams  |
| **Personal attributes**  | Resilient and self-motivated; ability to lead from the front  |   |
|  | Competitive and energetic  |   |
|  | Strong work ethic and ‘can-do’ attitude  |   |
|  | Rounded personality; firm but fair  |   |
|  | Flexible; finds creative ways to add value; problem-solver  |   |
| **Other**  | Full driving licence, access to a car with appropriate business insurance  |   |
|  | Ability to work from home with access to broadband; laptop and mobile phone provided  | Previous experience of home-working and remote management  |

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