

BACKGROUND

Wildlife Fundraising (Central) Limited is a not for profit company, wholly owned by a partnership of 8 Wildlife Trusts. The company was formed in 2013 to provide face-to-face (F2F) membership recruitment services for the members of the company.

Wildlife Trust Members are vital as a key source of income and volunteers; and with over 150,000 members in our area of operation, they provide a powerful mandate for the Trusts to undertake their conservation work and to have significant local influence. Membership often provides the only stable, predictable source of income to the Trusts.

WFC seeks to deliver value to our Member Trusts by supplying face-to-face (venue based) member recruitment services.

JOB PURPOSE

To identify, book, confirm and allocate quality venues to the face to face recruitment team within certain geographical areas and timescales.

REPORTING LINE

Venue Co-ordinator Manager

STAFF MANAGEMENT

None

KEY RESPONSIBILITIES

- To be responsible for identifying, contacting and booking good quality venues for assigned teams of recruiters to attend in line with the company's policies, procedures and requirements.
- To ensure the availability of quality venues to maximise the membership opportunities for face to face membership recruitment.
- To ensure all venue information relating to booking and sessions is maintained and accurate on the cloud based Salesforce system.
- To build a sustainable and on-going relationship with venues.
- To co-ordinate through weekly verbal contact with the Trust whose area you are responsible for and optimise venue access in their Trust area.
- To send a consolidated schedule to Operations Director and relevant Area Manager 48 hours prior to issue.
- To issue individual work schedules to recruiters on Excel for a minimum of four weeks' venues. Schedules to be issued 5 days in advance of commencement of the month.
- To issue copies of venue confirmation letters to recruiters in support of the schedule to confirm bookings.
- To schedule venues appropriate to calendar and frequency. E.g. Half term venues, seasonal venues.
- To assess quality of venue from recruiter feedback and recommend a venue grading for future use.
- To input venue information into data base for recording and analysis.
- To maintain confidentiality relating to status of venues.
- To identify potential new venues and include these in planning.
- To prepare an annual show list for budgeting and planning.

Job Description - WFC Venue Co-ordinator

- To share information and best practise with other Venue Co-ordinators.
- General administration relating to the Venue Coordinator role.
- To respond to any venue issues on the day and provide back-up venues asap if required.
- Any other duties as delegated by the Line Manager or Chief Executive.
- To comply with Institute of Fundraising rulebook regarding venue booking and undertake processes and procedures required to facilitate Mystery Shopping.
- To provide holiday/sickness cover for other Venue Co-ordinators as required by the Company and circumstances dictate.

PERSON SPECIFICATION

	Essential	Desirable
Excellent organisational skills	Yes	
Excellent communication skills	Yes	
Experience of telephone sales		Yes
Good attention to detail	Yes	
Excellent administration skills with efficient working practices and good attention to detail	Yes	
Ability to work to tight deadlines	Yes	
Tact, diplomacy and negotiation skills	Yes	
Experience of event and venue booking		Yes
Experience of membership recruitment		Yes
Good IT skills – in particular MS Office and databases	Yes	
Sales experience		Yes
Experience of using Salesforce database		Yes

MEASUREMENTS OF SUCCESS

- Venues and events booked successfully to meet company needs.
- Positive and productive relationship with Member Trusts, Team Leaders and Recruiters
- Work schedules provided to recruiters in accordance with guidelines above (with at least 5 days notice and to cover at least 4 weeks at a time).

