

Cumbria Wildlife Trust Information Officer FAQs:

Q: How is the role paid?

A: You will be paid an hourly rate of £12.12 (pay award pending from 1st April 2025) and also receive commission on each membership recruited.

Door to door and Venues = 40% of the annual value of the membership (excluding gift aid), Foulshaw and South Walney Nature Reserve = 20% of the annual value of the membership (excluding gift aid).

Q: What is a typical working pattern?

A: When working on a Nature Reserve you will have set days, including weekends and Bank holidays.

When you are working at venues, there will be some weekend work, so that we can maximise our exposure to the public. However, there is some flexibility in terms of which other days in the week you would work.

When working door to door this will be 2-3 days per week, worked flexibly.

Q: What are the working hours for the role?

A: A full working day is 7 hours, plus your lunch break. On occasion though it may be necessary to work a little longer due to the nature of the event. The actual start and finish times are dependent on the venue but very typically, working hours are around 10:00am to 5.30pm.

Door to door will be worked 3-4 hours per day, usually between 3pm – 7pm.

Q: What would the aims of my role be?

A: The main aims of the role are to recruit new members and spread awareness of the work of Cumbria Wildlife Trust. CWT Information Officers will be measured by looking at the income you generate in memberships versus the recruiting hours the Trust pays to you. The minimum percentage of membership income in relation to recruiting hours salary the Trust will accept will be 75%

If the income from memberships for a quarter drops below 75% of the recruiting hours salary for a quarter, we will need to have discussions about how you can achieve more membership income and we will also need to start monitoring your results monthly.

Q: Do I need to know a lot about wildlife?

A: No, don't worry, we don't expect you to be an expert! We have lots of information on our website and available from our office via our staff and leaflets; what's more important is that you are enthusiastic, engaging and passionate!

Q: Where would I be working?

A: The Nature Reserve roles are based at one of our flagship sites – Foulshaw a few miles from Kendal and our Reserves on South Walney Island, near Barrow.

In terms of venues, these are a mixture of supermarkets, garden centres, visitor centres, markets, with other locations available depending on the season (fairs, events, festivals,

etc.). Visits are all pre-booked for you by our Venue Booker, up to 4 weeks in advance, so you'll know with plenty of notice where you are going to be on any given day. The locations themselves will be (on average) no more than an hour's drive from your home location unless prearranged with you.

Door to door location will be in the Keswick/Penrith area.

Q: What resources will I be given in order to conduct the role?

A: All of our officers are provided with a kit when they start, which includes (but is not limited to):

1. A table;
2. Promotional materials;
3. A roller-banner;
4. Uniform;
5. Tablet for logging memberships;
6. Gazebo (when working at certain venues and events)

Q: What sort of training will I receive?

A: You will have a day at Plumgarths; spend some time on a Nature Reserve; and depending on your experience and the role, you will spend time with another CWT Information Officer carrying out the role. If at any point you feel you would benefit from further training or support, this will be arranged.

Q: Will I be working on my own, or as part of a team?

A: This role is typically a lone working one, but there will be times when you will be working at venues with other Information officers.

Throughout the year there will also be team meetings based at Plumgarths

Q: How much holiday would I get?

A: 30 days (inc Bank Holidays, pro rata to 35 hours per week)

Q: What specific challenges are associated with this role?

A: One of the most difficult things about the role is having the resilience to continue to approach members of the public throughout the day with the same energy and enthusiasm as the first interaction. What really helps with this is knowing that each membership makes a difference and the next person you speak to could be the person who joins!