

Job Description - Face to Face Membership Recruitment Manager (PB4)

Job summary

Forestry England is part of the Forestry Commission. We look after more land and more trees than any other organisation in the country, shaping landscapes for people, wildlife and timber. It's a job that never stops growing. We are the biggest provider of outdoor recreation in the UK. We manage landscapes for wildlife to thrive, people to enjoy and as a source of sustainable wood. Placing customers at the heart of everything we do is central to the organisation's success. The role sits within the Membership Team and purpose of the role is to lead and manage the delivery of Forestry England's face-to-face membership recruitment activity across multiple sites, ensuring delivery against income and forecasted membership targets at those sites.

The role is responsible for analysing performance of recruiters, identifying trends and opportunities, and making recommendations to improve recruitment effectiveness, efficiency and quality. The role also ensures that recruitment activity is compliant, customer-focused and aligned with Forestry England's brand and behavioural expectations.

Membership recruiters have been trialled over the last 2 years, and this role is responsible for developing and delivering a plan for broadening recruitment activity across the organisation to drive greater sales and engagement.

This is a 2-year fixed term full-time role, with the potential for permanency, for 37 hours per week, worked across 5 days from Monday to Friday primarily. The nature of the work could include very occasional weekend, public and privilege holiday working. To accommodate this, a rostered 7-day contract will be issued as standard.

The post responsibilities cover the whole of England, and it is expected that the post holder will need to travel occasionally (including some overnight stays).

Key responsibilities & accountabilities

Key Work Areas

- Contribute to the development and implementation of the national Face-to-Face (F2F) recruitment strategy, translating strategic objectives into operational delivery plans for F2F recruitment.
- Foster a culture of continuous improvement to grow on-site acquisition, working with staff and volunteers to promote the value of membership.
- Set, monitor and review site-level recruitment targets in line with business plans, forecasts and income objectives.
- Analyse performance data of recruiters including conversion rates and cost per acquisition, identifying trends and recommending improvements to maximise income and efficiency.
- Oversee resource planning and deployment of recruiters across multiple sites, ensuring effective use of resources within agreed budgets
- Lead the recruitment, onboarding and training of F2F recruiters, ensuring capability and capacity to deliver required outcomes.
- Build and maintain effective working relationships with district/site leads to coordinate recruitment activity and resolve operational issues
- Design and deliver training programmes as agreed to ensure staff are motivated around supported development and have consistent messaging, compliance and quality standards across all recruitment activity.
- Provide day-to-day management, coaching and performance review of membership recruiters to drive performance and maintain standards
- Ensure compliant and accurate data capture processes are in place and adhered to across all face to face recruitment sites, ensuring it is consistent with the approach as agreed with the membership team.
- Maintain and monitor brand and behavioural standards, implementing improvements where required.
- Analyse recruiter interactions and feedback to identify common themes and inform continuous improvement.

- Ensure recruitment systems and processes effectively support operational delivery, identifying issues and contributing to system/process improvements in collaboration with the Membership Manager.
- Oversee administrative processes including timesheet submission and payment reconciliation of the onsite agency recruiters, ensuring accuracy and compliance.
- Make in person visits to recruiters on site regularly and maintain good and joined up working relationships with site management colleagues.

And any other tasks, reasonably requested by your line manager.

Skills, knowledge & experience

Essential professional and technical experience

- Experience of working in a management role within a customer-focused or income-generating environment
- Experience of managing, developing and motivating staff or agency teams
- Strong understanding of performance metrics and data analysis to inform decision making
- Experience of delivering training and supporting continuous improvement in operational performance
- Experience of managing customer interactions and resolving complex issues or complaints
- Good understanding of data protection requirements and customer data handling processes
- Strong IT skills, including use of CRM systems and Microsoft Office applications

Desirable professional and technical experience

- Experience of face-to-face fundraising or membership recruitment
- Experience of working with external agencies or third-party suppliers
- Experience of managing performance across multiple locations or sites
- Experience of working with CRM systems in a customer service or sales environment
- Knowledge of customer service best practice and industry trends

Qualifications

Essential

- Minimum of 3-5 years' experience in a relevant customer service, sales or operational management role

Desirable

- Full UK driving license