



**Butterfly  
Conservation**

Saving butterflies, moths and our environment

# Candidate Information

Trust Fundraising Officer



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## Background information

BC currently employs over 70 staff, around half of whom are based at its Head Office in Lulworth in Dorset. Others are located in offices in Scotland, Wales, Northern Ireland and around England. A few work from home. BC benefits from having a very active volunteer force, organised through a network of 31 branches across the UK, each covering one or more counties. There is also a European Interest Group, which participates in survey projects on the continent. These volunteers deliver an equivalent of over £10 million of effort each year.

Since its inception, one of BC's major activities has been the recording and monitoring of butterfly and moth populations. Following a major push in the early 1990s, this grew dramatically, and now harnesses the efforts of many thousands of recorders. The charity runs some of the largest insect recording schemes in the world: the Butterflies for the New Millennium Scheme with over 10 million records, and the UK Butterfly Monitoring Scheme which monitors populations at over 1,300 sites across the UK in association with the Centre for Ecology and Hydrology. In 2007, the Moths Count Project was launched with a major grant from the Heritage Lottery Fund. The main aim was to collate moth records into the National Moth Recording Scheme. This has been highly successful and the scheme has gathered over 30 million moth records.

These datasets of butterfly and moth records provide an important evidence base on the state of butterflies and moths in the UK, as well as identifying priorities for conservation. The data are also widely used for research, and BC has developed strong partnerships with several universities to use the data to investigate pressing environmental topics such as habitat fragmentation, the impacts of climate change, and insecticide use.

BC also runs the Big Butterfly Count, one of the largest surveys of its kind anywhere in the world. The charity benefits from having Sir David Attenborough as its President since 1999 and he has been a strong advocate of the count as a way of engaging a large cross section of the public. Since its start in 2010, almost half a million people have visited the count website and 158,000 people have taken part. They have counted a total of over 2.7 million

butterflies, providing valuable data not just on the fate of our butterflies but also on the general health of our environment.

BC's conservation work focusses on saving threatened species from extinction, concentrating on over 130 species classified as priorities in UK legislation. The charity also provides advice on managing a wide range of habitats for all butterfly and moth species, including farmland and urban habitats. A central part of BC's conservation strategy is to conserve species at a landscape scale in order to ensure their long term survival. This involves working with multiple landowners and partners across whole networks of sites where species occur. These projects have been highly successful in restoring several threatened species after decades of decline. The results were published in a landmark report available on the BC website: Landscape scale conservation of butterflies and moths: Lessons from the UK.

To underpin this work, BC has expanded its member and supporter base to raise core income. In addition to its 30,000 members, BC reaches over 100,000 supporters via a monthly e-newsletter. A substantial part of BC's income has come in the form of government grants and contracts but as with other charities, this source of income has diminished in recent years. The charity has therefore worked hard to diversify its income streams from both internal and external sources. It also has a strong media presence, including a large and rapidly growing following on social media. These are important mechanisms to expand our influence, grow our capacity and harness new supporters.

## The Future

The work of BC has never been more important. Wildlife is in steep decline across the UK and over three-quarters of butterflies and around two-thirds of moths are in decline. Many of these species are threatened with extinction. There are numerous new threats facing these species, such as the impact of climate change and rising development pressure. As butterflies and moths are sensitive indicators of environmental change and crucial parts of our ecosystem, work aimed at their conservation helps to maintain a healthy environment for humans as well as other wildlife.

To tackle the problems facing butterflies, moths and our environment, BC formulated a 2020 vision to build capacity and expand its practical work. The vision recognises the need to maintain and expand its expert staff as well as its Branches and volunteers who are crucial to achieving success on the ground. This strategy is currently being refreshed as a new 10 year strategy which will be underpinned by a series of departmental action plans.

In order to be more effective, BC is increasingly working in partnership with other NGOs. Starting in 2013, it has formed a partnership with six other species-focussed NGOs whose charitable objectives align very closely together. This partnership is now engaged in a series of major projects where we can achieve more by working together.

## The Role

<b>Job Title:</b>	Trust Fundraising Officer (Part-time, 0.8 FTE)
<b>Responsible To:</b>	Deputy Head of Fundraising
<b>Location:</b>	BC's Head Office at East Lulworth, Dorset or BC's Winchester office, or Home based within one hour of either office for the right candidate
<b>Salary:</b>	Grade C - From £23,364 - £26,992 per annum dependent on experience, plus 5% pension contribution

### Job Purpose:

- To play a key role in the fundraising team by preparing applications to and raising funds from charitable trusts and foundations in order to meet Butterfly Conservation's core funding needs and the requirements of specific projects.
- To establish, build and maintain positive working relationships with trusts and foundations, and other funding bodies as appropriate, including keeping accurate records, acknowledging donations, thanking funders and providing regular feedback and updates.
- To identify and develop relevant trust and foundation contacts in order to maximise long term income growth from this vital fundraising stream.

### Specific Tasks:

- Research and identify key charitable trusts and foundations to approach for funding core and project requirements.
- Consistently and methodically prepare and write accurate and attractive proposals, as well as completing application forms (paper and online) where appropriate, to apply to major trusts, local trusts, charitable foundations and other grant making bodies.
- Develop and manage relationships with trusts, foundations and other appropriate non-statutory funding bodies to maximise grant income.
- Work with the Finance team to ensure accurate monitoring of applications and grants received and submit monthly reports to Head of Fundraising and Deputy Head of Fundraising.
- Maintain and further increase the level of trust and foundation income to reach the annual fundraising targets.
- Maintain the database of trusts and foundations, using MS Excel and BC's in-house CRM system.
- Work closely with the Conservation teams to ensure a practical timetable for submissions of applications is adhered to.
- Provide colleagues in other teams with tracking information and other detail relating to potential trust funders as required.
- Support any member of the Senior Management team or other colleagues in meetings or presentations for specific bids as they arise.

## Other

- Contribute to the smooth running of the Fundraising team, including dealing with routine telephone and email enquiries and handling post.
- Maintain an effective filing system, contacts database and other resources required for the delivery of the Trusts fundraising programme.
- Undertake such other relevant duties as may be required in agreement with the Head of Fundraising.
- An interest in and understanding of the work and mission of Butterfly Conservation.

## Person Profile

### Technical/Specialist Skills

- Strong track record of securing grants from charitable trusts and foundations
- Experience of researching potential trusts and assessing their criteria for support
- Well-developed written and verbal communication skills
- Ability to produce persuasive, professional and creative copy to maximise chances of success
- Self-motivated worker with a positive outlook who enjoys working as part of a small team
- Experience of working with software packages and member databases (BC currently uses ASI's Progress database).

### Dealing with Volunteers/Managing External Partners and others

- Some experience of working with volunteers
- Liaise with BC's local Branches to ensure that centrally organised fundraising activity with and for members is co-ordinated with any local initiatives.
- Liaison with external partners, suppliers and other charities as required.

## Terms and Conditions

*The terms and conditions outlined below are for guidance purposes only and shall not constitute a contractual offer. Detailed terms and conditions of employment will be set out in an offer to the successful candidate.*

### Location and Hours

BC's Head Office at East Lulworth, Dorset or BC's Winchester office, or Home based within one hour of either office for the right candidate.

The post holder will be required to work 0.8 FTE (29 hours 36 minutes per week).

Some weekend and evening working may be required.

### Start Date

The successful candidate will be expected to commence employment with BC in March 2017 on a fixed term contract until February 2019.

### Remuneration and Benefits

- The salary for this role is £23,364 - £26,992 pro rata per annum, dependent on experience
- 5% pension contribution by the charity to the AVIVA Stakeholder Pension Scheme
- Annual leave entitlement of 23 days, rising to 28 days in year three of employment, plus public holidays.

### Notice Period

After an initial probationary period of six months, during which notice shall be one week by either party, notice will be one month by either party.

# How to Apply and the Appointment Process

## Applications

Please email completed applications forms to [HR@butterfly-conservation.org](mailto:HR@butterfly-conservation.org)

We are committed to the promotion of equality of opportunity in all our employment practices. The Equal Opportunities form is used for statistical purposes only and will not be seen by any member of the recruitment panel.

Your application form plays an important part in our selection process. Please ensure that your completed form relates as closely as possible to the requirements of the job, detailed in the Job Description and the Person Profile. C.V's will not be accepted.

We will correspond with you by email and phone. Please ensure that you provide us with an email address and phone numbers that you are happy for us to use for this purpose. Please provide a mobile phone contact if possible.

If you require any further information regarding this position, please email [HR@butterfly-conservation.org](mailto:HR@butterfly-conservation.org)

## Closing Date

Please note that the closing date for applications will be **noon on Friday 20 January 2017**. Late applications will not be considered.

## Selection Process

A shortlist of candidates will be invited to attend for interview on **30 January 2017** at BC's Head Office, Dorset.

Applicants must be entitled to work within the United Kingdom and we request that you provide BC with a copy of your passport (or acceptable proof of eligibility as specified by GOV.uk upon attending the interview.

Due to an anticipated large volume of enquiries we will be unable to respond to all candidates therefore if you have not heard from us by 27 January 2017, please assume that you application has been unsuccessful on this occasion.

## Travel Expenses

Reasonable travel expenses will be reimbursed to candidates required to attend for interview. Rail travel should be standard class, and mileage claims will be reimbursed at 30 pence per mile.

Before incurring any significant expenses (e.g.: international travel or long journeys) please contact [HR@butterfly-conservation.org](mailto:HR@butterfly-conservation.org)

## Agencies

Unfortunately agency applications for this position will not be considered.

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