



Thank you for taking the time to find out about our current vacancy. It is great to know you are interested in working with Butterfly Conservation (BC). Included in this pack is a little background information about the organisation along with details of the job role.

BC currently employs approximately 90 members of 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. BC benefits from having a very active volunteer force who deliver an equivalent of over £11 million of effort each year.

BC's conservation work focusses on saving threatened species from extinction, concentrating on nearly 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. These projects have been highly successful in restoring several threatened species after decades of decline.

To underpin our work, BC has expanded its member and supporter base to raise core income. In addition to its 37,000 members, BC reaches over 80,000 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. 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.

To tackle the problems facing butterflies, moths and our environment, BC formulated a 2025 strategy following on from progress and achievements of the 2020 vision. The strategy 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. The four core aims of BC are:

- Recover threatened butterflies and moths
- Increase numbers of widespread species
- Inspire people to understand and deliver species conservation
- Promote international conservation actions

If you are excited about the prospects of working for a leading wildlife charity please read through the attached job description to see if you have the right skills to join the team.

We look forward to hearing from you soon.

With best wishes

Charlotte Davidson
Head of Administration

JOB DESCRIPTION

Job Title:	Head of Communications
Responsible to:	Director of Development and Engagement
Location:	Negotiable with a minimum of 3 days to be worked from Butterfly Conservation's Head Office at East Lulworth, Dorset
Salary:	£38k - £43k, or negotiable for the right candidate (Grade E) plus 8% pension
Duration:	Established post
Hours:	37 hours per week (1 fte)

Job Purpose:

To lead the implementation of Butterfly Conservation's communications, media and marketing activity, and manage the Communications Team, inspiring people to support Butterfly Conservation (BC) by:

- Raising awareness of BC and the work it delivers to help butterflies, moths and the environment with a wide range of external audiences
- Supporting the growth and development of BC by building the organisation's brand, and delivering innovative and engaging campaigns and communications
- Working with other BC staff and volunteer teams to maintain a strong BC identity, communicate our impact and attract new supporters and audiences at international, UK and local level

Specific tasks:

1. Strategically plan BC's communications, media and marketing activity to maximise awareness of, and build positive profile, for the organisation.
2. Develop, deliver and adapt an annual multi-channel communications plan to steer BC's mainstream and digital media output.
3. Lead and manage the Communications Team of five including direct line management of the Senior Digital Media Officer, Senior Marketing and Campaigns Officer, Senior Media Officer, and Media Officer.
4. Work closely with other teams, particularly Fundraising, to maximise BC's return on investment in communications activity in terms of its ability to support organisational growth and development.
5. Take the lead in managing the BC brand, acting as 'brand guardian', updating and implementing BC brand guidelines and supporting BC staff, volunteers and others to become effective spokespersons and ambassadors for the brand.

6. Lead BC's press office function, handling queries from national and local media (or delegating as appropriate), identifying news stories and taking the lead in developing BC's key messages to be disseminated via press releases and other channels.
7. Identify and pursue opportunities to promote BC and its key messages by reacting quickly and creatively to external opportunities as well as proactively generating such opportunities.
8. Oversee production of 'Butterfly' magazine and other BC publications, ensuring that high standards are maintained and publication deadlines met.
9. Oversee development of BC's website and other digital assets, ensuring content is engaging, up to date and accurate.
10. Be responsible for performance management within the remit of the team, ensuring that communications activity and campaigns are effectively measured, evaluated and refined.
11. Be responsible for drawing up and managing the Communications Team budget, including the budget for 'Butterfly' magazine.
12. Manage external contracts and relationships within the responsibilities of the role and external suppliers of print and digital media services, including for the production of 'Butterfly' magazine.
13. Work closely with staff at Head Office and throughout the UK, and volunteer Branches to ensure that BC's work is translated into clear and powerful messages for the regional and local media, digital media and publications.
14. Remain up to date with the latest developments in marketing communications techniques and the news and policy environment within which BC is operating.
15. Provide regular reports and analysis as required to the CEO, the Senior Management Team and the board of Trustees on the progress and performance of activity within the remit of the role.
16. Any other duties relevant to the post as agreed with his/her line manager.

Note: This post is subject to the satisfactory completion of a six-month probationary period.

PERSON PROFILE

Job Title: Head of Communications

Technical/specialist skills	Essential	Desirable
Educated to degree level or equivalent experience	✓	
Substantial experience of journalism and/or public relations	✓	
Proven track-record of delivering successful communications campaigns via both mainstream and digital media	✓	
Substantial experience in the development of communications, media and marketing strategies and their translation into work plans	✓	
Extensive experience of writing media articles and/or press releases	✓	
Proven experience of organising successful press/media launches	✓	
Experience of developing and implementing digital media strategies	✓	
Experience of print production and proof-reading/copy-editing	✓	
Ability to communicate complex information (e.g. scientific information or policy positions) succinctly to a wide range of audiences	✓	
Experience of overseeing development of web sites/other digital assets	✓	
Experience of working in the not-for-profit sector		✓
Experience of working with a nature conservation organisation		✓

Line Management/Contractor Responsibility		
Experience of line managing diverse teams in pressurised environment	✓	
Experience of managing contractors and third party contracts	✓	
Experience of managing budgets	✓	

Dealing with Volunteers/Managing External Partners and others		
Extensive experience of working with external organisations and the general public at a high level	✓	
Ability to communicate effectively with a wide range of individuals, from volunteers and staff to external partners and the media	✓	

Personal Attributes		
Analytical and methodical, with a high degree of accuracy	✓	
Ability to prioritise a diverse workload, meet tight deadlines and use own initiative	✓	
Flexible: able to rapidly assimilate information and adapt to a changing environment	✓	
Able to work effectively as a member of a team	✓	
Good interpersonal skills and the ability to manage potential conflicts by dealing with people in a calm and professional manner	✓	
Pragmatic, innovative, enthusiastic and able to motivate others	✓	
Willing to work some weekends and evenings and away from home	✓	
Full driving licence (or means to travel)	✓	
Empathy with aims and objectives of Butterfly Conservation	✓	
Computer literate: able to use IT applications, including databases, spreadsheets, word processing and the internet	✓	

How to Apply and the Appointment Process

Applications

Applications forms can be downloaded from Butterfly Conservation's website www.butterfly-conservation.org.

Please email completed applications forms to 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.

Closing Date

Please note that the closing date for applications will be **9.00am on Tuesday 30 April 2019**.

Late applications will not be considered.

Selection Process

A shortlist of candidates will be invited to attend for interview on **Wednesday 15 May 2019** at Butterfly Conservation's Head Office in Dorset.

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

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 Wednesday 8 May 2019, please assume that your 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

Agencies

Unfortunately agency applications for this position will not be considered.

JOB APPLICANT PRIVACY NOTICE

Butterfly Conservation collects a range of data about you during a recruitment process which will include:

- Your name, contact details and address;
- Details of your skills, qualifications, experience and employment history;
- Information regarding your right to work in the UK; and
- Details regarding your current level of remuneration and any work benefit entitlements.

This information will be collected from your application form and/or covering email or letter on submission to us, plus from your examination certificates, passport, driving licence or other identity documents provided. We may also collect personal data about you from third parties, such as references obtained from former employers, background checks or criminal record checks, as applicable.

This data will be stored in an electronic format (including email) on our internal IT systems and also in paper form within our HR Department. Your information may be shared internally for recruitment purposes with our directors, HR and IT teams strictly for decision making purposes. We do not share your data with any third parties.

We need to process your data to take the necessary steps prior to entering into any contract with you. We may also need to process your data if we agree to enter into a contract with you. We have a legitimate interest in processing your data during a recruitment process to ensure that we make and keep records of this process. These records allow us to manage the process effectively, assess a candidate's suitability for employment and decide whom to offer roles to. We may also, from time to time, need to process data from job applicants to respond to and defend against legal claims.

As a data subject, you have a number of rights including access to your data on request, to stop us processing your data on demand, to ask us to delete your data on demand or to change any incorrect or incomplete data we hold on you. If you believe that we have not complied with your rights, you can complain to the Information Commissioner.

Butterfly Conservation will not transfer your data outside of the European Economic Area. We will protect your data internally through internal controls and policies to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed by our employees except in the proper performance of their duties.

We will keep your personal data in this regard for a maximum of six months, unless you withdraw your consent during this timescale. Our recruitment processes are not based on automated decision making and you are under no statutory or contractual obligation to provide your data to us. If you elect not to do so however, we will not be able to process your application properly, if at all.

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