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 75 members of staff, around half of whom are based at its Head Office in Lulworth in Dorset. Others are in Scotland, Wales, Northern Ireland and around England.

BC benefits from having a very active volunteer force who deliver an equivalent of over £14 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 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 41,000 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. 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

Julie Williams
Chief Executive
Job Title: PR and Communications Manager (Maternity Cover)
Responsible To: Head of Communications
Location: Flexible
Salary: £33,289 - £35,000 pa dependent on experience, plus 8% pension contribution
Duration: Fixed Term (up to 12 months)
Hours: 37 Hours Per Week (1fte)
Start Date: As soon as possible

Job Purpose
Nature is in crisis, and as an organisation which cares deeply about biodiversity, we must act now before it is too late. This is a pivotal role in supporting Butterfly Conservation to raise awareness of our vision: a world where butterflies and moths thrive and can be enjoyed by everyone, forever.

Working with the Head of Communications to implement a media relations plan aimed at raising the profile of Butterfly Conservation’s work, collaborate with internal stakeholders to identify and manage PR opportunities and manage communication activities to meet the charity’s objectives.

The Person
You will have a passion for PR and communications with a good understanding of conservation and fundraising communications and you will thrive on identifying and maximising proactive and reactive PR and profile-raising opportunities. You will have significant experience in press and public relations, specifically with proven experience within a conservation environment. You must have excellent knowledge of UK press and media, along with a proven track record of generating and selling story ideas to a wide range of media and in handling reactive media enquiries. Proven exceptional written and oral communication skills are required, along with the ability to develop effective working relationships with both internal and external contacts.

Main Responsibilities
- Write, pitch, and distribute press releases to media outlets (local, regional, national and specialist) and develop and maintain productive relationships with relevant journalists.
- Prepare media briefs and key messages to respond to media enquiries and provide information and materials for journalists as appropriate.
- Draft and distribute reactive statements and quotes from the charity and its spokespeople as appropriate in response to breaking news stories.
- Manage the media area within the website to make sure key messages and key stats are relevant to the media sector and ensure that news stories and blogs are posted as required onto the relevant areas.
- Handle out-of-hours press enquiries (including weekends).
- Monitor online, offline and broadcast media coverage for Butterfly Conservation via our digital distribution service and produce monthly reports for distribution within the charity.
- Create, manage and deliver engaging communications plans for a range of campaigns – keeping everyone up to date with progress and any issues that arise.
- Provide support to other teams to develop and implement communications plans to support events and activities.
- Develop and manage a range of branded document templates in MS Office.
- Work with the Head of Communications and Head of Fundraising to achieve the teams’ KPIs.
Work with our branches across the UK to support their publicity needs.

Work with partners on campaigns/contents/PR plans.

Undertake additional tasks and projects that are relevant to the post as requested by their line manager.
## Personal specification

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>Educated to degree level or equivalent</td>
<td>CIPR qualification</td>
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<td>Proven track record in a similar/complementary communication environment with transferable skills (minimum of three years experience).</td>
<td>Experience of working for a charity..</td>
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<td>Ability to demonstrate knowledge of a broad range of media and communications activities – publications, campaigns, events, etc.</td>
<td>Experience of websites and in particular, use of content management systems.</td>
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<td>Proven track record of gaining strong media coverage, responding effectively to policy issues and raising an organisation’s profile through a wide range of media.</td>
<td>Experience of using a CRM system to store communications history, analyse results and produce management reports.</td>
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<td>Proven track record of developing communications plans and delivering these on time and within budget</td>
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<td>Strong knowledge on how to use digital channels to maximise attraction and engagement with journalists and key stakeholders</td>
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<td>Excellent knowledge of UK press and broadcast media with a proven track record of developing relationships with journalists both on and offline</td>
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<td>Strong project management skills, this should include experience of juggling multiple pieces of work and working to deadlines in a fast-paced environment</td>
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<td>A high degree of creativity with evidence of successfully putting original ideas into practice</td>
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<td>Excellent editing and copywriting skills with meticulous attention to detail and accuracy</td>
<td>Proficient in use of Excel, PowerPoint, Publisher and Word</td>
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<td>Ability to prioritise and work under pressure with good time management.</td>
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<td>Excellent relationship management skills and ability to build strong relationships with people at all levels of seniority and influence</td>
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<td>Creative and resourceful and able to maximise opportunities with limited budgets</td>
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<td><strong>Other</strong></td>
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<td>Flexible attitude to work. Can adapt to changing work priorities at short notice, take on the ideas of others and adapt own way of working</td>
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<td>A team player with the willingness to work flexibly and proactively and respond to the emerging needs of the charity.</td>
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How to Apply and the Appointment Process

Application forms can be downloaded from Butterfly Conservation's website

Please email completed application forms, along with an Equal Opportunities form 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 us on the email address above.

Closing Date

Please note that the closing date for applications will be Midday 12th April 2021.

Please note that late applications will not be considered.

Selection Process

A shortlist of candidates will be invited to attend an online interview week commencing 21st April 2021.

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 22nd April 2021, please assume that your application has been unsuccessful on this occasion.

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, accidently 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.