



Saving butterflies, moths and our environment

Butterfly Conservation

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 nearly 80 members of staff, around half of whom are based at its Head Office in Lulworth in Dorset. Others are located 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 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 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 DESCRIPTION

Job Title:	Content Editor
Responsible to:	Head of Communications
Location:	Flexible
Salary:	£25,000 - £28,000 pa, plus 8% pension contribution
Duration:	Established post
Hours:	Full-time 37 hours per week (1 fte) Some out of hours work will be required

Job Purpose:

The need for compelling and powerful content has never been more important. This is a pivotal role that will support Butterfly Conservation to attract, engage and convert new audiences so we can get closer to our vision: a world where butterflies and moths flourish in a rich and protected environment.

The Content Editor will be responsible for producing high-quality, effective content across multiple channels.

The person:

You will be a talented and highly motivated content professional, with a solid, demonstrable track record of digital copywriting, proofreading and editing. You will enjoy working in a fast-paced environment and will be comfortable working flexibly and juggling multiple projects at once.

Possessing excellent communication and project management skills, you must be able to build strong relationships with colleagues and stakeholders and work collaboratively to deliver the most effective communications solutions.

Key responsibilities:

- Create content that's audience-centred and on-brand. This includes, but is not limited to: blogs, Facebook/Instagram/Twitter posts, publications, marketing collateral, e-newsletters and newsletter, website pages, features, etc.
- Manage Butterfly Conservation presence on social platforms including Facebook, Twitter and Instagram
- Managing our inhouse photo library and keep it up-to-date;
- Track and monitor social media performance, using Facebook Insights and other monitoring tools. Make recommendations and adapt to changes in content performance and wider platform developments.

- Take part in out-of-hours (evenings and weekends) social media monitoring on a rota basis. Other out-of-hours work may also include assisting with social media responses to breaking news/crisis management etc.
- Create and develop the social media content calendar and track its performance.
- Work with the Head of Communications and the rest of the team to achieve KPIs.
- Use audience insight to create impactful campaign messaging and test it to ensure its effectiveness for the charity's audience.
- Proactively contribute to the development and implementation of Butterfly Conservation brand positioning, particularly our tone of voice, and take responsibility for effectively translating that into our narrative.
- Help develop and provide project management support to large, copy-heavy projects like our Annual Review and Butterfly magazine, so that we deliver to deadline.
- Work closely with and support colleagues across the charity to create relevant and compelling content both for online and offline channels.
- Provide a proofreading service to other teams to ensure all outputs are of a high quality and consistent with our key messages and tone of voice.

PERSON SPECIFICATION

Essential	Desirable
Educated to degree level or equivalent	
Proven track record in a similar/complementary digital marketing environment with transferable skills, minimum of two years' experience	Knowledge of marketing fundamentals for a variety of online and offline channels
Experienced in digital and traditional copywriting and editing whilst adhering to brand and tone of voice guidelines.	
Ability to demonstrate strong writing skills for a broad range of audience and mediums – online and offline	
Strong experience in managing and driving growth across social media accounts, namely Facebook, Twitter, Instagram and YouTube -	
Strong project management skills, this should include experience of juggling multiple pieces of work and working to deadlines in a fast-paced environment	
A high degree of creativity with evidence of successfully putting ideas into practice	Demonstrate substantial experience of creating and monitoring impact evaluation
Ability to operate with a high degree of autonomy.	
Ability to prioritise and work under pressure with good time management	
Excellent relationship management skills and ability to build strong relationships with people at all levels of seniority and influence	

How to Apply and the Appointment Process

Applications

Application 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 **midday on Friday 22 October 2021**. Late applications will not be considered.

Selection Process

A shortlist of candidates will be invited to attend an online interview shortly after the closing date.

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 29 October 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, 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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