JOB DESCRIPTION

Job Title: Marketing Officer (Fundraising emphasis)

Responsible To: Head of Communications

Location: Flexible – office/home-based working to be agreed the successful candidate will be expected to visit Butterfly Conservation's Head Office in Wareham, Dorset at least once a quarter

Salary: £24,551 - £28,363 per annum (dependant on experience), plus 8% pension contributions

Duration: Full-time established post (37 hours per week)

Job Purpose:

• To assist in the implementation of Butterfly Conservation's (BCs) Marketing & Fundraising Strategy to meet annual income targets and funding requirements to deliver BC’s ambitious work programmes across the UK.

• To create and implement proactive promotion and marketing of fundraising and membership campaigns to achieve maximum success and grow income.

Main Tasks and Responsibilities:

• Responsible for implementing inspiring multi-channel promotion of fundraising appeals, membership campaigns, and other income generating opportunities, to increase income.

• Creating copy and visual content in support of all appeals and campaigns. Liaise with colleagues in the Fundraising team to ensure up to date effective fundraising information is maintained on the BC website and Branch/Staff SharePoint areas of the website.

• Review, develop and update a suite of BC promotional materials annually for use at events and promote to staff and Branch volunteers to inspire a greater interest in BC’s work.

• Manage and liaise with external agencies (designers, mailing house, printers, and consultants).

• Work closely with the Digital Officer and Digital Manager to maximise engagement and promotion of all fundraising and membership campaigns across the website and social media channels to increase income, membership, and acquisition of contacts.

• Provide support with member and supporter stewardship to drive deeper engagement to increase income and encourage uplift of gifts.

• Undertake analysis of marketing campaigns to provide effective feedback to help improve success and increase income.

• Work with the Digital Manager to effectively manage BC’s email marketing to ensure that communications are segmented to appropriate audiences and fundraising preferences and that data protection regulations and communication preferences are adhered to.

• Conduct research to identify new markets and opportunities.
• Any other duties relevant to the post as agreed with your Line Manager.

General:

• Attend meetings and events as required.
• Promote BC’s values (Excellence, Passionate, Inspiring, Collaborative) ensuring they are adopted in all aspects of the role
• Contribute to the development and implementation of BC’s overall Fundraising Strategy.
• Collaborate effectively with key teams across BC.
• Undertake any other reasonable duties as required and commensurate with the grade of post
• Undertake all duties and responsibilities in compliance with the rules and regulations encompassing equal opportunities to help foster a diverse and inclusive workforce
• Work in accordance with BC’s policies, procedures, and codes of conduct
• Support any member of the Senior Leadership team or other colleagues in meetings or presentations required.
**PERSON PROFILE**

**Job Title:** Marketing Officer

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<tr>
<th>Technical/specialist skills</th>
<th>Essential</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Educated to degree level or equivalent experience</td>
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<tr>
<td>Experience of successful marketing</td>
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<tr>
<td>Working knowledge and experience of fundraising from individuals</td>
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<td>Working knowledge of CRM databases</td>
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<tr>
<td>Ability to develop, plan and implement successful fundraising marketing to meet income targets and deadlines</td>
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<td>Experience of writing inspiring and compelling marketing content</td>
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<td>Up to date knowledge of digital marketing and bulk email facilities</td>
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<td>Ability to carry out research on prospective funding opportunities</td>
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<td>Ability to communicate complex information (e.g. scientific information) succinctly and in plain English</td>
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<td>Experience of developing campaigns to achieve successful funding</td>
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<td>Understanding of GDPR and best practices</td>
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**Line Management/Contractor Responsibility**

Experience of managing external contractors (i.e. design agencies etc) ✓

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

Extensive experience of working with external organisations, supporters and partners ✓

Ability to initiate and build relationships with supporters and partners ✓

Effective communication both verbal and written with a wide range of individuals, from volunteers and staff to supporters and external partners ✓

**Personal Attributes**

Analytical and methodical, with a high degree of accuracy ✓

Target driven with ambition to succeed and meet targets ✓

Organised with ability to prioritise workload, set work programmes, meet tight deadlines and use own initiative ✓

Creative and innovative with the ability produce exciting and inspiring marketing campaigns ✓

Excellent team working ethos ✓

Good interpersonal and communications skills at all levels ✓

Pragmatic, innovative and able to motivate others ✓

Full driving licence (or means to travel) ✓

Empathy with aims and objectives of Butterfly Conservation ✓

Willing to work some weekends and evenings, sometimes away from home ✓