



JOB DESCRIPTION

Job Title:	Communications Officer
Responsible To:	PR and Communications Manager
Location:	Flexible – office/home-based working to be agreed. The successful candidate will be expected to attend meetings at Butterfly Conservation's Head Office in Wareham, Dorset, or in London, at least once a quarter.
Salary:	£27,065 - £31,268 dependent on experience, plus 8% pension contributions
Duration:	Full-time established post (37 hours per week)

Job Purpose:

To support the work of the communications team at Butterfly Conservation through being a first point of contact for all enquiries from the public and media, helping to coordinate promotional events and writing and disseminating publicity material.

Responsibilities and Main Duties:

- Create, implement and distribute publicity materials and publications, including press releases, newsletters and web copy.
- Assist in the production of *Butterfly* magazine, producing editorial copy, requesting and collating articles and copy, and proof-reading final versions.
- Respond to media enquiries and perform media outreach to achieve brand placement in publications.
- Oversee the news and blog area of the website, ensuring a steady stream of content reflecting the activities and campaigns of the organisation, including writing or commissioning news articles and blogs when requested.
- Respond to tasks and enquiries from staff and volunteers.
- Track analytics and create reports detailing successes and failures of communications campaigns.
- Ensure that all communications and marketing material align with brand standards.
- Maintain and update media archives including photos and videos and maintain shared filing systems including image and video library.
- Work with communications team members to conceptualise and implement communications strategies and campaigns, including delivery of 'bronze' level campaigns.
- Assist in managing, creating and making available media assets, including key messages, key stats, images and footage.

- Work with the Head of Communications and Communications Managers to support team activities and goals.
- Undertake additional tasks and projects that are relevant to the post as requested by their 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 Marketing Communications 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: Communications Officer

Technical/Specialist Skills	Essential	Desirable	Method of assessment
Educated to degree level or equivalent experience	✓		A
Proven experience of working in a similar role	✓		A/I
Proficient in Microsoft Office, Content Management Systems, and Social Media Platforms	✓		A/I
Experience in planning, developing and producing copy and materials for websites, newsletters and social media and contributing to social media accounts	✓		A/I
Experience of being in a customer facing role	✓		A/I
Experience in planning and organising events or campaigns		✓	I
Experience of writing press releases and proactive/reactive media work	✓		A/I
Experience in design software (e.g., Adobe Photoshop, InDesign)		✓	I
Experience with email marketing tools.		✓	I

Line Management/Contractor Responsibility	Essential	Desirable	
Experience of managing external contractors (i.e., design agencies, mailing houses etc)	✓		A/I

Working with Volunteers/Managing External Partners & Others	Essential	Desirable	
Excellent customer service skills, with the ability to initiate and build relationships with supporters	✓		I
Effective communication both verbal and written with a wide range of individuals, from volunteers and staff to supporters and external partners	✓		A/I

Personal Attributes	Essential	Desirable	
Analytical with a high degree of accuracy	✓		I
Target driven with ambition to succeed	✓		I
Organised with ability to prioritise workload, set work programmes, meet tight deadlines, and use own initiative	✓		I
Creative and resourceful and able to maximise opportunities	✓		I
Collaborative with an excellent team working ethos	✓		I
Willing to work some weekends/evenings		✓	A/I

Decision Making & Policy Responsibility	Essential	Desirable	
Empathy with aims and objectives of Butterfly Conservation	✓		A/I

Key:

A = Application Form

I = Interview