

## JOB DESCRIPTION

---

<b>Job Title:</b>	Communications & PR Manager
<b>Responsible To:</b>	Head of Communications and PR
<b>Location:</b>	Flexible – office/home-based working to be agreed. The successful candidate will be expected to attend team meetings, likely to be in London or Butterfly Conservation’s Head Office in Wareham, Dorset at least once a quarter
<b>Salary:</b>	Grade D - £32,359 to £41,037pa (dependant on experience) plus 8% pension contribution
<b>Hours:</b>	1 FTE, 37 hours per week
<b>Contract:</b>	Established post

### Job Purpose

Responsible for assisting the Head of Communications and PR in the co-ordination and delivery of the communications and PR service to ensure the team actively achieve communications and PR targets.

### Key Tasks and Responsibilities

- Line management of the Communications Officer(s).
- Write, pitch and distribute press releases, mainly to national media outlets, 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.
- Prepare briefings and coach staff members for media appearances as required.
- Work on strategic communications campaign planning and execution as lead or assist.
- Work with partners on campaigns/contents/PR plans.
- Work with the Head of Communications and PR and the policy team to establish BC as an effective thought leader in the conservation advocacy movement.
- Manage any media areas within the websites to make sure key messages and key stats are relevant to the media sector and ensure that news stories and blogs are posted regularly and as required onto the relevant areas.
- Monitor online, offline and broadcast media coverage for Butterfly Conservation via our digital distribution service and produce reports for distribution within the charity.

- Be point of contact for relevant content sign off at BC (along with Head of Communications and PR).
- Reach out to influencers, celebrities, media and beyond to arrange story placement on a national and global level.
- Provide support to other teams to develop and implement communications and media plans to support events and activities.
- Proactively plan a communications and media calendar that keeps BC in the news/high in public visibility.
- Develop BC's voice that's in line with branding and values (working alongside the Brand & Marketing team).
- Draft and distribute reactive statements and quotes from the charity and its spokespeople as appropriate in response to breaking news stories.
- Work with colleagues in the Brand & Marketing team the production of content for online and offline publications and social media where needed.
- Assist with content/proofing of publications and online outputs where needed.
- Handle out-of-hours press enquiries (including weekends) as part of a rota and manage that rota when required.
- Work with the Head of Communications and PR and colleagues to achieve the teams' KPIs.
- Undertake additional tasks and projects that are relevant to the post as requested by their line manager.
- Work with the CEO and senior leaders to produce thought leadership pieces and disseminate them via blogs, social media, thought-pieces etc
- Be part of the out of-hours social media rota as required (including weekends).
- Work with the Head of Communications and PR on crisis comms plans.
- Manage contracts with agencies and freelancers as required.

### **General Responsibilities**

- 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 Income, 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 and PR Manager

<b>Technical/Specialist Skills</b>	<b>Essential</b>	<b>Desirable</b>	<b>Method of assessment</b>
Educated to degree level or equivalent experience.	✓		A/I
Experience of working in a charity.		✓	A/I
Working knowledge and experience of campaign management.	✓		A/I
Working knowledge of CRM databases.		✓	A/I
Experience of writing inspiring and compelling content around conservation.	✓		I
Experience of policy and public affairs communications.	✓		I
Experience of writing press releases and proactive/reactive media work.	✓		A/I
Ability to communicate complex information (e.g. scientific information) succinctly and in plain English.	✓		A
Understanding of GDPR and best practices.	✓		I
<b>Line Management/Contractor Responsibility</b>			
Experience of managing external contractors (ie design agencies etc).	✓		A/I
<b>Working with Volunteers/Managing External Partners and others</b>			
Extensive experience of working with external organisations, supporters and partners.	✓		A/I
Ability to initiate and build relationships with supporters and partners.	✓		A/I
Effective communication, both verbal and written, with a wide range of individuals from volunteers and staff to supporters and external partners.	✓		A/I
<b>Personal Attributes</b>			
Experienced writer, with a high degree of accuracy.	✓		A/I
Organised with ability to prioritise workload, set work programmes, meet tight deadlines and use own initiative.	✓		I
Creative and innovative with the ability to produce exciting and inspiring awareness and advocacy campaigns.	✓		I
Excellent team working ethos.	✓		I



# Butterfly Conservation

Saving butterflies, moths and our environment

<b>Personal Attributes</b>			
Good interpersonal and communications skills at all levels.	✓		I
Pragmatic, innovative and able to motivate others.	✓		I
Full driving licence (or means to travel).	✓		I
Empathy with aims and objectives of Butterfly Conservation.	✓		I
Willing to work some weekends and evenings, sometimes away from home.		✓	I/A

Key:

A = Application Form

I = Interview