

Berkshire  
Buckinghamshire  
Oxfordshire



**Berkshire, Buckinghamshire  
and Oxfordshire**

*Wildlife Trust*

## About us

We believe that everyone can make a positive difference to their local environment. Join us and be part of nature's recovery!

In 1959, the Berkshire, Buckinghamshire and Oxfordshire Naturalists' Trust (BBONT) was born. In 2001 we changed our name to the Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust (BBOWT), bringing us in to line with the Wildlife Trust family.

BBOWT is now the largest voluntary organisation in the region concerned with all aspects of nature conservation.

We are a membership organisation governed by a Board of Trustees elected by the members. Our membership totals 52,000 people.

BBOWT is a registered charity and company limited by guarantee.

## Our charitable objectives

To safeguard and enhance biodiversity, and in particular:

- To undertake and promote the conservation of wildlife species and their habitats including the restoration and creation of such habitats.
- To promote public understanding of, and support for, the natural world.
- To campaign in support of sustainable principles and practices for the protection of the natural environment.

## Our Vision

An environment rich in wildlife, valued by all.

## Our Mission

To create a Living Landscape across our towns, cities and countryside and inspire our communities to act for nature.

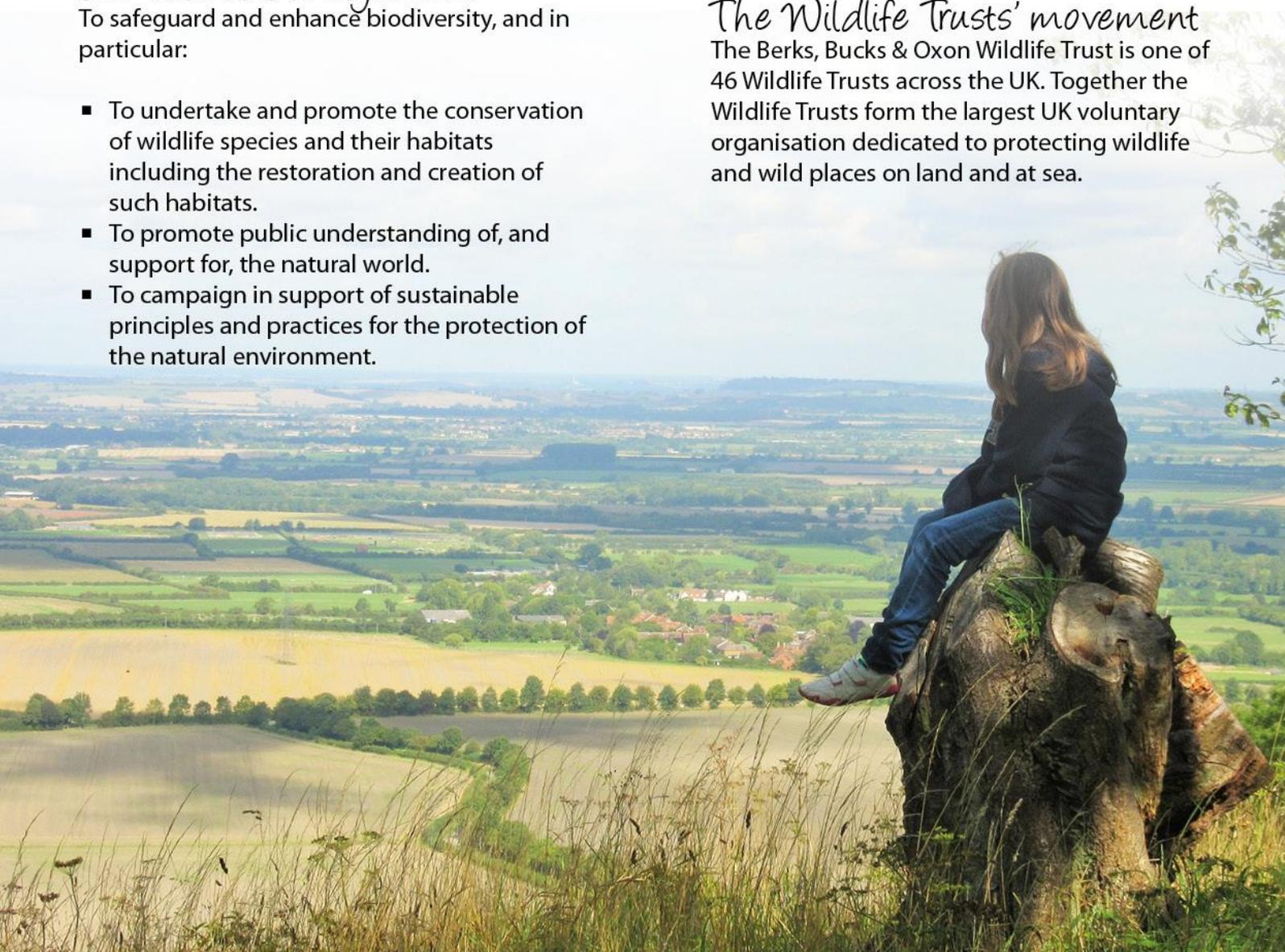
## Our Aim

To lead the way for nature's recovery and connect people with nature, so that:

- Our soil and water resources are managed to create functioning ecosystems and wildlife-rich places.
- Local communities, decision-makers, landowners and businesses work with and for nature.
- People recognise their dependence upon nature and its value to their mental and physical wellbeing.

## The Wildlife Trusts' movement

The Berks, Bucks & Oxon Wildlife Trust is one of 46 Wildlife Trusts across the UK. Together the Wildlife Trusts form the largest UK voluntary organisation dedicated to protecting wildlife and wild places on land and at sea.



# More, bigger, better and joined up

Our three counties have suffered decades of wildlife habitat destruction. Meadows, hedgerows and woods have disappeared under houses and roads. Unsustainable farming has depleted soils and in some places wiped out the diversity of wildlife.

We are leading the way to nature's recovery in Berks, Bucks and Oxon by restoring and creating more places for wildlife and people.

Putting financial and cultural values on nature helps us make the case for a countryside richer in wildlife. Our work demonstrates the benefits to water quality and flood regulation from our nature reserves.

We are cultivating new partnerships through our Investors in Wildlife scheme to maximise our impacts and build our capacity to restore more land for wildlife.



We manage 85 nature reserves covering 2,636 ha of land



25,000 memberships support our work

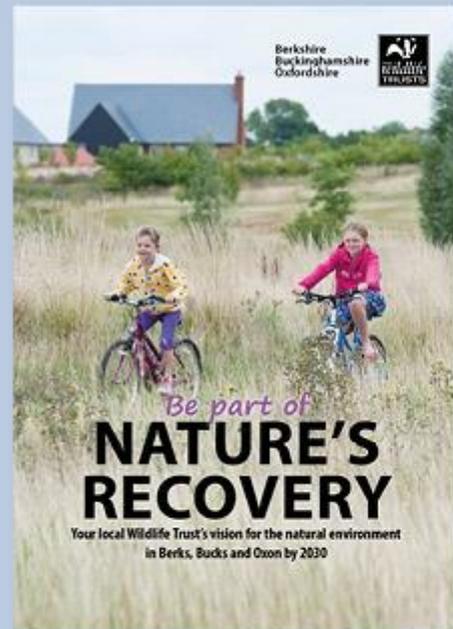


We manage 6 Living Landscapes to bring about landscape-scale habitat restoration

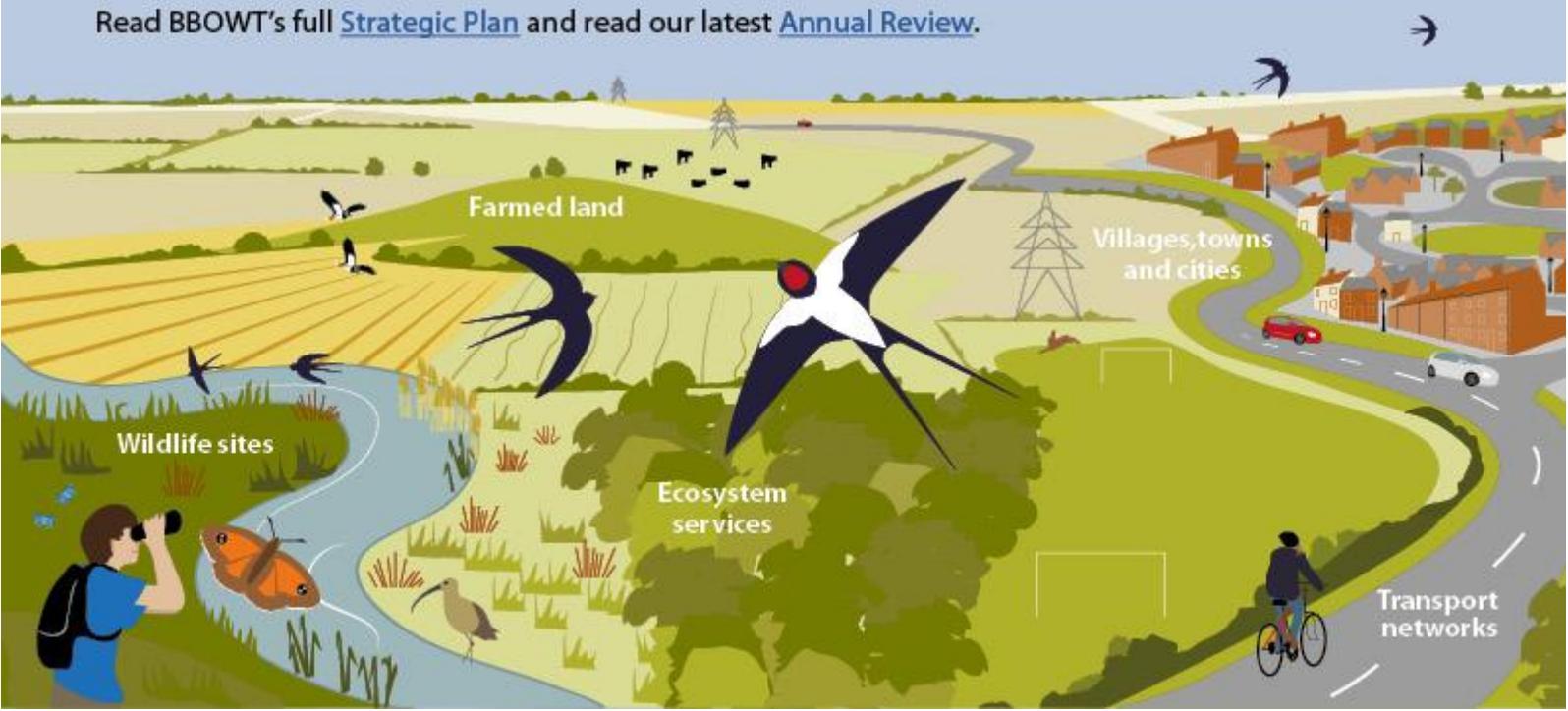
## BBOWT's Strategic Plan 2016-2021

BBOWT's ambitious Strategic Plan 2016-2021: *Be part of Nature's Recovery* aims to:

- *Restore* land so it is rich in wildlife
- *Connect* with people and communities
- *Value* nature by explaining its benefits
- *Partner* with others to maximise our impact
- *Build* our capacity to deliver



Read BBOWT's full [Strategic Plan](#) and read our latest [Annual Review](#).



# BBOWT's Nature Reserves

The Berks, Bucks and Oxon Wildlife Trust owns and manages more than 80 nature reserves across the three counties. More than 2,600 hectares of land are managed specifically to protect wildlife.

Wild places have been increasingly lost or damaged as a result of human activities. Many areas that BBOWT owns or manages would have been destroyed or damaged by intensive farming, forestry or development if the Trust had not stepped in.

BBOWT's nature reserves are central to our work to secure a better future for wildlife:

- Providing protection for rare and threatened animal and plant species.
- Acting as reservoirs so that wildlife can return to the wider countryside when opportunities arise.
- Demonstrating 'best practice' for habitat and species management to encourage local authorities, parish councils and other landowners to manage their land for wildlife.
- In some cases, providing a base for rigorous science-based research and environmental education for schools, colleges and universities.
- Offering the opportunity for people to experience and appreciate the rich variety of habitats that were once widespread.
- Inspiring and giving pleasure to BBOWT members and the public, and having a positive impact on wellbeing.
- Providing public benefits such as carbon storage, floodwater storage and water quality regulation.

## Flagship nature reserves

*Bowdown Woods,  
Berks*

*College Lake,  
Bucks*

*Warburg Nature  
Reserve, Oxon*



 **1,012ha**

We manage woodland,  
of which 479ha are  
ancient woodland

 **10%**

We care for 10% of the  
remaining floodplain  
meadows (MG4) in the UK

 **1,184ha**

Over 1,184ha grazing  
by livestock to maintain  
wildlife-rich habitats

# BBOWT's Living Landscapes

Successive *State of Nature* reports compiled by 25 conservation bodies, the most recent published in 2016, show that we are continuing to lose wildlife and the places where wildlife thrive at an alarming rate. A landscape-scale approach to wildlife conservation, by reconnecting habitats to create functioning landscapes, is the only way to halt and reverse biodiversity losses.

'Living Landscapes' schemes involve landowners, farmers, councils, businesses, individuals and communities working with the Berks, Bucks & Oxon Wildlife Trust to make more space for nature, and enable more people to enjoy them.

## Bernwood Forest and Ray Valley

This includes a rich mosaic of ancient woodland habitats now managed for many wildlife species, and traditional floodplain meadows, a stronghold for wading birds in the upper River Ray on the Bucks/Oxon border.

## Upper Thames

Centred on Chimney Meadows nature reserve in west Oxfordshire, this is one of the most important areas in the UK for wading birds and wildflower meadows.

## West Berkshire

The last stronghold in our region of internationally-threatened lowland heaths. This scheme includes Greenham and Crookham Commons.

## Urban Living Landscapes

BBOWT works in partnership with local authorities to inspire people to explore and discover the wild green spaces in Banbury and Oxford. These urban Living Landscapes reconnect wildlife habitats where people can enjoy them every day.

## Wild Banbury

We're working at two main sites, Hanwell Brook Wetland and Spiceball Park, owned by Banbury Town Council.

## Wild Oxford

We're working in partnership with Oxford City Council on four of their nature reserves: Chilswell Valley, Lye Valley, Raleigh Park and Rivermead Nature Park.



# 261

Landowners reached,  
through farm visits and  
targeted events

# BBOWT's Offices and Education Centres

## Two visitor centres

- College Lake, Bucks
- Nature Discovery Centre, Berks

## Four environmental education centres

- College Lake, Bucks
- Nature Discovery Centre, Berks
- Sutton Courtenay, Oxon
- Woolley Firs, Berks

 **130**

members of staff  
dedicated to nature's  
recovery



## Job Description

### **Fundraising, Marketing & Communications Director**

Part-time: 28 hours per week

Permanent post

Location: Work from Home or BBOWT Office

Salary Band: E

### **BACKGROUND**

The Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust (also known as BBOWT) was formed in 1959 and has a vision of an environment rich in wildlife for everyone, valued by all. We aim to lead the way to nature's recovery through innovative land management, and connect people with nature to improve their wellbeing. We work in partnership and through collaborative projects with local communities, businesses, land owners and local authorities. In the three counties BBOWT owns or manages over 80 nature reserves covering 2,700 hectares. We have more than 50,000 members, employ over 100 professional staff, and have active support from more than 1,700 volunteers. Each year around 13,000 schoolchildren visit our education centres. BBOWT has an annual turnover of over £6 million and receives income from membership subscriptions, grants and donations. BBOWT is one of 46 Wildlife Trusts working across the UK, each is a corporate member of the Royal Society of Wildlife Trusts.

Our mission – To create a Living Landscape across our towns, cities and countryside and inspire our communities to act for nature.

### **JOB PURPOSE**

- Develop and own the delivery of BBOWT's fundraising, marketing and communications strategy
- Responsible for income generation for the charity
- Is the owner of key relationships with investors and external stakeholders in relation to the fundraising, marketing and communications functions
- Overall responsibility for the brand
- Partner with Directors and Trustees to deliver on the charity strategic goals

### **REPORTING LINE**

Reports directly to the Chief Executive

### **STAFF MANAGEMENT**

The Head of Communications, Head of Philanthropy, Head of Individual and Corporate Membership and Senior Grants Fundraising Manager report to the Fundraising, Marketing & Communications Director

### **BUDGETARY RESPONSIBILITIES**

This post has budgetary responsibility for the Fundraising, Marketing & Communications directorate

- Work closely with the Finance and Governance Director to monitor income performance in order to enable effective cashflow management and business planning
- Set detailed income and expenditure budgets as required, and assume responsibility for the Fundraising, Marketing and Communications team's financial performance

## **KEY RESPONSIBILITIES**

### **Provide outstanding leadership and management of the fundraising, marketing and communications team**

- Provide leadership and management of the Fundraising, Marketing and Communications team, setting and monitoring relevant and stretching KPIs
- Utilise best practice management techniques to ensure the team meets its KPIs and is a cohesive and high performing unit
- Play an active role in senior teams, constructively contributing to the development of the charity

### **Increase awareness, support and income from target audiences**

- Develop and lead the charity's fundraising, marketing and communications strategy and income generation plans in line with the wider organisational strategy
- Oversee all aspects of the charity's fundraising and marketing activity, identifying areas for growth and making recommendations to the Chief Executive on the most effective deployment of resource
- Oversee the management of public relations ensuring the development and stewardship of relationships with celebrities, journalists and influencers, and undertaking appropriate crisis communications and reputation management as required
- Oversee management of the brand, making recommendations for development to the Chief Executive as relevant
- Work closely with the Conservation Strategy Director to increase awareness and engagement of conservation science and evidence
- Work closely with the Land Management and People Engagement Director to ensure people engagement work is joined up with membership and legacy opportunities etc.
- Review and oversee the project board and ensure effective processes are in place to optimise project development.

### **Ensure sustainability of diverse income streams**

- Develop a detailed fundraising that drives a step change in fundraising, growing unrestricted income by 1 million pounds over the next 5 years from focusing on legacy income, high value donors and corporate sponsorship
- Identify, plan and grow commercial income working in partnership with the Conservation Strategy Director.

### **Maximise innovation and development opportunities in line with strategic priorities**

- Maintain a thorough working knowledge of conservation issues
- Keep updated on the latest fundraising, marketing and communications innovations and best practice, identifying new opportunities and making appropriate recommendations
- Work closely with colleagues across the charity to develop new financially sustainable products which deliver key strategic priorities

### **Support compliance, safety and security commitments through adherence to and championing of policy, procedures and development requirements**

- Maintain up-to-date knowledge of law and regulations surrounding fundraising, marketing and data protection, taking personal responsibility to ensure that the charity complies with relevant legislation and best practice guidance
- Ensure adherence with IT and data handling policies and compliance with relevant regulations of self and by the team.
- Keep up to date with procedural, technical and IT developments relating to the role

### **Undertake monitoring and evaluation to support continual improvement**

- Evaluate and report on key metrics to the Chief Executive, fundraising, marketing and communications sub-committee, and Board of Trustees

### **Ensure continual personal professional development of competency, knowledge and skills**

- Participate in training to develop skills, knowledge and service standards
- Seek and act upon feedback from colleagues

### **Key relationships** (other than line manager)

- **Board of Trustees – to ensure full engagement in income generation opportunities**
- **Chief Executive** – to ensure the CEO is engaged and continually appraised of any media issues, incidents or opportunities from the perspective of both risk management and opportunity.
- **Head of Planning, Policy and Public Affairs** – to ensure our digital channels are effective in delivering our planning, policy and public affairs agenda
- **Royal Society of Wildlife Trusts** – to ensure BBOWT benefits from the expertise and knowledge-base of RSWT
- **Head of Individual and Corporate Membership** – to ensure compelling campaigns for membership recruitment, retention and other fundraising
- **Head of Philanthropy** – to ensure donor giving opportunities are on track.
- **Conservation Strategy Director & Land Management & People Engagement Director** - to ensure fundraising activities support strategic project development
- **People Team** – for all People matters and internal comms and employer branding

### **General**

- Provide effective management of the team including all aspects of health and safety
- Adhere to all Trust policies, procedures and systems.
- To represent the Trust in a professional manner, act at all times in a manner which will not damage its reputation, conform with all aspects of the Charities Act and Institute of Fundraising guidance.
- Any other duties as delegated by the line manager or Chief Executive.

## PERSON SPECIFICATION

	Essential	Desirable
Proven track record in achieving fundraising targets including income from legacies, trusts and foundations, corporate and individual donors	✓	
Significant and in-depth experience of marketing and communications within a charity setting including developing income generation strategies aligned with strategic plans, achieving significant income, ROI and engagement targets, delivering integrated campaigns and optimisation of key metrics to ensure continuous improvement	✓	
Demonstrable strategic and operational planning, budgetary management and reporting skills including the ability to integrate income and expenditure budgets for multiple cost centres and control performance against them	✓	
Experience in developing and managing teams responsible for supporter recruitment and development, philanthropy, marketing, public relations and/or communications	✓	
Solid understanding of traditional and digital marketing channels, platforms, trends and metrics	✓	
Experience of a data-driven approach to fundraising and/or marketing including monitoring and optimising performance to achieve improved results		✓
Experience of managing relationships with a range of agencies and suppliers	✓	
Experience of generating positive press coverage and/or building relationships with high profile influencers	✓	
Educated to degree level or equivalent in Fundraising, marketing or communications qualification or equivalent through experience	✓	
Thorough working knowledge of relevant regulations and codes of practice applicable to fundraising, marketing and communications in the not-for-profit sector	✓	
Demonstrable understanding of how to represent the charity appropriately to engage diverse audiences Excellent IT skills including Microsoft Office and CRMs	✓	
Experience of using Power BI, Donorfy, Engaging Networks, Mailchimp, WordPress		✓
Commitment to conservation and the aims, objectives and values of BBOWT	✓	
Proven leadership and management skills and experience	✓	
Excellent communications and interpersonal skills, including the ability to build and maintain positive relationships with key external stakeholders, suppliers and colleagues in different disciplines across the charity	✓	
Understanding of and ability to work within the relevant regulatory frameworks	✓	
A positive and flexible approach to work and willingness to travel and work occasional unsociable hours as necessary	✓	
Strong and proven organisational skills with the ability to prioritise workloads to meet deadlines	✓	
Ability to present a professional and positive image of BBOWT	✓	

### Success Measures:

- Step change in income in diversification and unrestricted funds
- Step change in transformational communications
- Significant and tangible increase in brand awareness

Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust

## Terms and Conditions of Employment 2019/20

### Salaries

All posts are evaluated through a grade-evaluation system which awards pay dependent on the level of responsibility of the post-holder. Salaries are reviewed annually and exceptionally at half year in line with the budgets. Effective 1 April 2019 the salary bands shown in Table 1 apply.

Band	2018-19		Band width	2019-20		Band width
	min	max		min	max	
A	14,251*	20,783	6,532	14,943*	21,199	6,050
B	20,575	25,762	5,187	20,987	26,277	5,290
C	24,326	32,689	8,363	24,813	33,343	8,530
D	28,184	39,725	11,541	28,748	40,522	11,774
E	35,042	53,760	18,718	36,743	54,298	17,555
F	51,223	76,750	25,527	52,247	78,285	26,038

\*represents National Living Wage for employees aged 25 & over

**Table 1 – Salary bands effective 1 April 2019**

### Working hours

Full time working hours are 35 hours per week excluding 1 hour for lunch. BBOWT offers no paid overtime, however on occasions where significant overtime working is unavoidable to attend events, activities or meetings TOIL may be authorised in advance of the work to be done, at the discretion of the line manager.

### Annual Leave

Staff members are entitled to 23 days annual leave, plus normal UK Bank holidays, and 3.5 non-transferable days to be taken when the Trust closes at Christmas. Annual leave increases by one-day per completed calendar leave year of service (1 April – 31 March), up to a maximum of 28 days per year.

On the few occasions, where it may be required due to operational reasons, for example over the Christmas period, BBOWT reserves the right to utilize one day of annual leave for a specified shutdown period.

## Sick pay

BBOWT offers a sick pay scheme at full pay based on a rolling year as follows:

Length of Service	Weeks sick pay (full pay)
< 3 months	1
3 month – 1 year	3
1 year – 2 years	8
2 year – 3 years	9
3 year – 4 years	10
4 year – 5 years	11
Over 5 years	12

## Maternity and Paternity Pay

Maternity and paternity pay is awarded at statutory levels.

## Working Arrangements

The Trust endeavours, where feasible, to accommodate requests for flexible working.

There is a working from home procedure to support formalised working from home arrangements.

Homeworking, for short specific pieces of work, working from another BBOWT office or temporary adjustments to working hours may be agreed at the discretion of the line manager.

Any permanent changes to working arrangements must be agreed in writing by the Chief Executive.

## Pensions

BBOWT offer a pension scheme in line with the government auto-enrolment scheme. The contributions that will come into effect on 1<sup>st</sup> April 2019 are outlined below.

	Staff Contribution	Employer Contribution
New Staff – first 3 months	Nil	Nil
Staff after 3 months	2%	6%

## **Sabbaticals**

Entitlement to request as follows:

<b>Length of Service</b>	<b>Number of weeks (50% full pay)</b>
5 years	4
10 years	6
15 Years	8
Each subsequent 5 years	8

## **Life Assurance**

The Trust has a Group Life Assurance Scheme with Canada Life. The scheme is designed to pay a lump sum of 3 x basic salary in the event of death during employment of over 3 months.

## **Childcare Vouchers**

Staff with childcare costs who are already within our childcare scheme can claim up to £243 per month of childcare vouchers in lieu of gross salary, free of tax and national insurance. To remain in the scheme at least one voucher, of at least £20 value, must be requested per year.

## **Bike to Work**

The Trust operates a salary-sacrifice scheme whereby after 3 months of service staff can (within the limits of the Cycle Scheme arrangements) hire-purchase a bicycle (and cycling accessories) from their gross salary free of tax and national insurance over a period of 12 or 18 months.

## **Annual performance reviews**

Every member of staff is required to undergo an annual performance review (PDP) and regular one-to-one meetings (usually monthly) with their line manager throughout the rest of the year.

## **Employee Assistance Programme**

Each member of staff has access to an employee assistance programme, using an independent external provider (Worklife Support), who provide a range of support services including a telephone counselling and advice line for any staff that may be facing problems either inside or outside work.

Nicky Norminton  
HR Director  
March 2019

## Job Applicant Privacy Notice

### Data controller: Berkshire, Buckinghamshire and Oxfordshire Wildlife Trust (BBOWT)

As part of any recruitment process, the organisation collects and processes personal data relating to job applicants. The organisation is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

### What information does the organisation collect?

The organisation collects a range of information about you. This includes:

- your name, address and contact details, including email address and telephone number;
- details of your qualifications, skills, experience and employment history;
- information about your current level of remuneration, including benefit entitlements;
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process;
- information about your entitlement to work in the UK; and
- equal opportunities monitoring information, including information about your ethnic origin, sexual orientation, health, and religion or belief.

The organisation collects this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment.

The organisation will also collect personal data about you from third parties, such as references supplied by former employers, information from employment background check providers and information from criminal records checks.

Data will be stored in a range of different places, including on your application record, in HR management systems and on other IT systems (including email).

### Why does the organisation process personal data?

The organisation needs to process data to take steps at your request prior to entering into a contract with you. It also needs to process your data to enter into a contract with you.

In some cases, the organisation needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check applicants' eligibility to work in the UK before offering employment.

The organisation has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows the organisation to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. The organisation may also need to process data from job applicants to respond to and defend against legal claims.

Where the organisation relies on legitimate interests as a reason for processing data, it has considered whether or not those interests are overridden by the rights and freedoms of employees or workers and has concluded that they are not.

The organisation processes health information if it needs to make reasonable adjustments to the recruitment process for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

Where the organisation processes other special categories of data, such as information about ethnic origin, sexual orientation, health, religion or belief, age, gender or marital status, this is done for the purposes of equal opportunities monitoring purposes whereby information collected is anonymised so that the person providing the information cannot be identified.

For some roles, the organisation is obliged to seek information about criminal convictions and offences. Where the organisation seeks this information, it does so because it is necessary for it to carry out its obligations and exercise specific rights in relation to employment.

The organisation will not use your data for any purpose other than the recruitment exercise for which you have applied.

### **Who has access to data?**

Your information will be shared internally for the purposes of the recruitment exercise. This includes members of the HR and recruitment team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The organisation will not share your data with third parties, unless your application for employment is successful and it makes you an offer of employment. The organisation will then share your data with former employers to obtain references for you, employment background check providers to obtain necessary background checks and the Disclosure and Barring Service to obtain necessary criminal records checks, if relevant to the role.

The organisation will not transfer your data outside the European Economic Area.

### **How does the organisation protect data?**

The organisation takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties. Any paper copies are held securely in locked cabinets and electronic copies are saved in a protected area with, both accessible only to employees with a need to know as part of their role.

### **For how long does the organisation keep data?**

If your application for employment is unsuccessful, the organisation will hold your data on file for six months after the end of the relevant recruitment process. At the end of that period your data is deleted or destroyed.

If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

### **Your rights**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require the organisation to change incorrect or incomplete data;
- require the organisation to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where the organisation is relying on its legitimate interests as the legal ground for processing; and
- ask the organisation to stop processing data for a period if data is inaccurate or there is a dispute about whether or not your interests override the organisation's legitimate grounds for processing data.

If you would like to exercise any of these rights, please email [info@bbowt.org.uk](mailto:info@bbowt.org.uk)

If you believe that the organisation has not complied with your data protection rights, you can complain to the Information Commissioner.

### **What if you do not provide personal data?**

You are under no statutory or contractual obligation to provide data to the organisation during the recruitment process. However, if you do not provide the information, the organisation may not be able to process your application properly or at all.

You are under no obligation to provide information for equal opportunities monitoring purposes and there are no consequences for your application if you choose not to provide such information.

### **Automated decision-making**

Recruitment processes are not based solely on automated decision-making.