

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

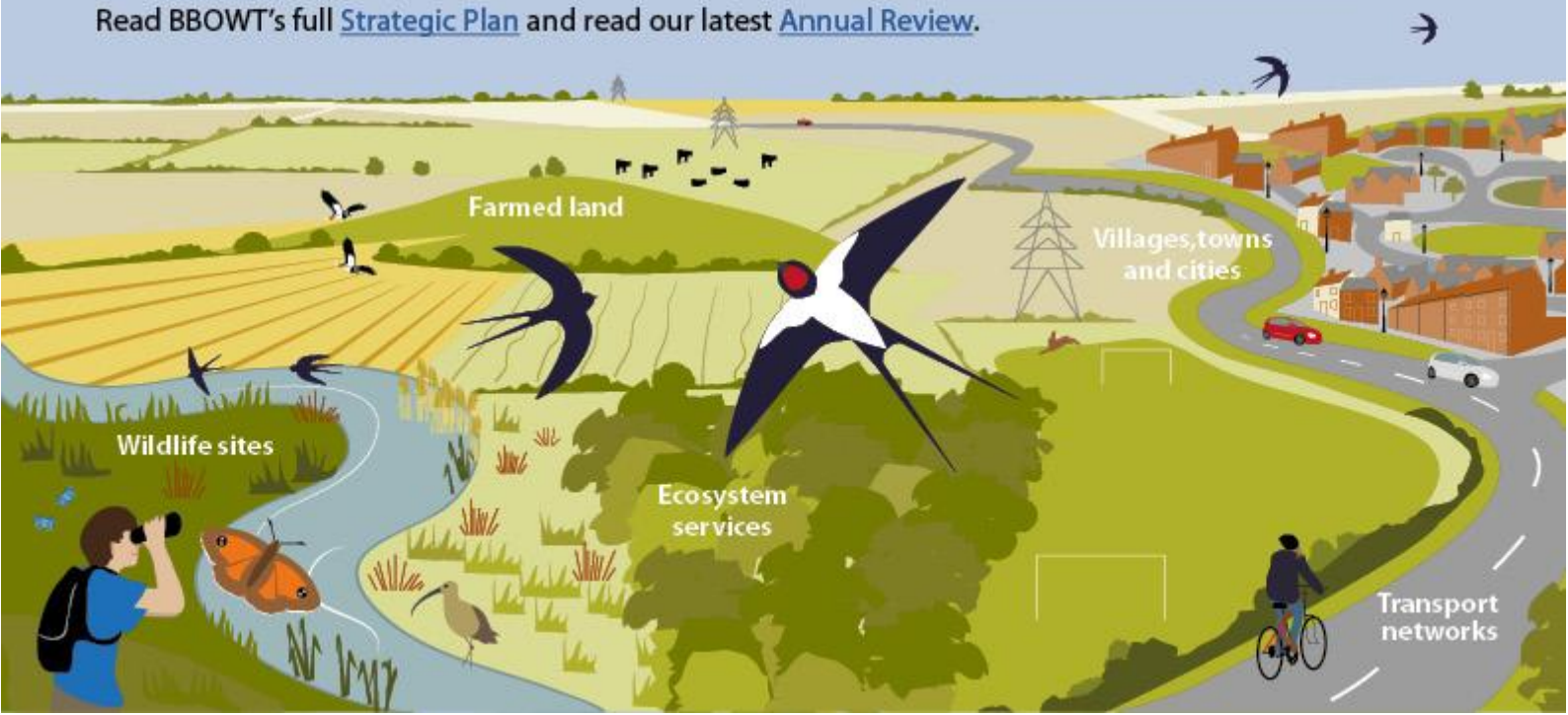
BBOWT's Strategic Plan 2016-2021

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

Head of Communications and Media

Full time (35 hours per week) – job share may be considered

Permanent post

Based at: The Lodge, Littlemore, Oxford & working from home, remote working

Salary Band D

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 2,500 hectares. We have more than 50,000 members, employ over 100 professional staff, and have active support from more than 1,350 volunteers. Each year around 12,000 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

To lead on the organisation's media campaigns, brand, communications (both external and internal), marketing, social media and digital engagement, ensuring BBOWT is an exemplar for the Wildlife Trust movement in terms of public and member engagement. Develop and implement a communications and messaging strategy that ensures significant growth in the awareness, engagement and participation in our work from individuals across the three counties.

REPORTING LINE

Reports to Director of Fundraising, Marketing & Communications

STAFF MANAGEMENT

2 x Digital Communications Officer and Communications Officer

BUDGETARY RESPONSIBILITIES

This post has budgetary responsibility for communications, media, social media, campaigns, brand development, website, signage etc allocating funds as necessary to deliver effective campaigns across income streams and policy objectives.

KEY RESPONSIBILITIES

- Protect and enhance the reputation of the Trust through communications and the media. Lead the Trust's response to current events.
- Lead on developing high profile advocacy and lobbying campaigns such as HS2 alongside the Head of Planning, Policy & Public Affairs
- Devise, oversee, maintain and deliver BBOWT's communications and engagement strategy across all platforms to:
 - a. build **awareness** of BBOWT and its work across the three counties
 - b. build **engagement** across the three counties including the number of followers and the number of individuals registered in our database for permission-based email
 - c. build the number of people **taking action** for wildlife (including wildlife gardening, becoming members etc).
 - d. enhance member retention and member recruitment through the creation of compelling content and campaigns
 - e. support appeals, donor and legacy engagement
 - f. bring footfall into our visitor centres and cafes
 - g. promote new services such as consultancy
- Develop an annual media, campaigns and communications plan and budget to support the organisation's business plan and strategy.
- Act as a brand champion to ensure consistent communication of BBOWT's vision, mission and objectives across all channels and ensure that the integrity of the brand is maintained and promoted at all times
- Ensure that all communications and messaging are effective with the target audience and that BBOWT is positioned appropriately as an effective part of the solution to the nature and climate emergencies.
- Maintain and enhance our engagement with stakeholders through our digital presence, ensuring BBOWT is perceived as a modern and relevant conservation movement.
- Scan the external environment including current affairs, events, policy matters etc and respond accordingly through press releases, website changes and internal comms – ultimately ensuring BBOWT is at the forefront of the emerging agenda.
- Develop and maintain effective relationships with the media to meet the Trusts conservation and education objectives
- Create and maintain the organisation's brand (including the employer brand) including visual representation and language.
- Oversee the successful writing, design and production of all key BBOWT publications and materials and provide an effective service to meet the needs of the organisation.
- Manage complex communication projects (such as website migration, re-branding of all Trust materials and major interpretation projects) that affect all areas of the Trust.
- Monitor and measure the effectiveness of all communications activity and report regularly on work across these areas as part of the directorate's KPIs
- 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.

Key relationships (other than line manager)

- **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 Membership** – to ensure compelling campaigns for membership recruitment, retention and other fundraising
- **People Team** – for internal comms and employer branding

PERSON SPECIFICATION

	Essential	Desirable
Minimum three years experience of marketing and communications including media, brand development, communications and social media	✓	
A proven track record of leading talented staff in a fast-paced and creative environment - highly desirable	✓	✓
Significant experience of engaging audiences through effective communications in a fundraising environment	✓	
Able to build trust quickly with colleagues across the senior leadership team	✓	
Results-orientated, highly-adaptable and able to manage multiple demands on the team's time.	✓	
Demonstrable experience of managing complex communication projects and leading strategic change	✓	
Experience of achieving policy objectives (lobbying and advocacy)	✓	
Proven experience of developing and implementing/ evolving a brand	✓	
Experience of budget and project management highly desirable		✓
Innovative, creative, solution-driven	✓	
Demonstrable team player with excellent communication skills	✓	
IT literate and proficient in MS Office	✓	
CIM qualified		✓
Experience in the management of external suppliers e.g. print/ production and agencies		✓
Ability and willingness to demonstrate the BBOWT values	✓	

MEASUREMENTS OF SUCCESS

- Increase in BBOWT's public profile and brand awareness
- Increase in the public's engagement with BBOWT's work
- Increase in engagement across all BBOWT digital platforms including social media, email registrations
- Increased participation in BBOWT's work including membership, donations and gifts in Wills
- Strong and consistent brand identity across all BBOWT communication channels

Follow us on social media



facebook.com/bbowildlifetrust



instagram.com/bbowt



[@BBOWT](https://twitter.com/bbowt)



pinterest.com/bbowt

 **19,000**
followers on social media

Registered charity number: 204330 Company registered number: 00680007

www.bbowt.org.uk

Photographs: Rob Appleby, BBOWT, Sue Croxford, Ric Mellis, Matthew Roberts, Terry Whitaker/2020Vision, Claire Williams
Illustration: Rachel Hudson/butterflytrack.co.uk

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 1st 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:

Length of Service	Number of weeks (50% full pay)
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

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.