



## **Job Description**

<b>Job Title:</b>	Events and Promotions Officer
<b>Location:</b>	The Wildlife Trust for Bedfordshire, Cambridgeshire, and Northamptonshire, The Manor House, Broad Street, Cambourne, Cambs, CB23 6DH, and other locations across the Trust.
<b>Accountable to:</b>	Supporter Engagement Manager
<b>Salary:</b>	£27,759 per annum, pro rata
<b>Hours:</b>	37.5 hours per week. (Full Time) – Some weekend, evening and bank holiday working will be required. Part Time hours may be considered.  Fixed term for two years but may become permanent upon evaluation.
<b>Transport:</b>	You will be required to provide your own car for business purposes (with the relevant insurance) but will be reimbursed for business-related mileage (currently 45p per mile for cars over 1000cc). Use of a pool vehicle will also be available to attend events and promote the Trust. We offer a hybrid workplace where flexible working is possible.
<b>Employment subject to:</b>	<ul style="list-style-type: none"><li>• 6 month probationary period;</li><li>• evidence of right to work in the UK</li><li>• satisfactory enhanced DBS check</li></ul>

### **Events and Promotions Officer**

#### **Main purpose**

The Events and Promotions Officer will focus on developing and delivering event and engagement opportunities to maximise income to support The Wildlife Trusts work. They will work with the Supporter Engagement Team to inspire and motivate individuals to support our work and take meaningful actions to support nature. This includes lead generation and membership recruitment.

This role involves attending a variety of events and locations across BCN including on our nature reserves, education and visitor centres.

<b>Main Objectives</b>
<ul style="list-style-type: none"> <li>• Inspire and engage the public by promoting the mission and work of the Trust.</li> <li>• Generate leads from public interactions, guiding them into our supporter journeys and recruiting new members and supporters for the Wildlife Trust for BCN.</li> <li>• Identify and pursue new opportunities for income generating events. Develop, organise, and deliver a program of wildlife and environmental-themed events including walks and talks.</li> <li>• Provide event logistical support and administrative support for the Supporter Engagement Team</li> <li>• Train, mentor, and support staff and volunteers involved in the Trust's lead generation program.</li> <li>• Work with the Wildlife Trust Promoter to enhance event attendance and assist with high-profile, high-traffic events across the three counties.</li> <li>• Work with the Supporter Engagement Manager to develop and implement retention strategies, agreeing on monthly work plans and maintaining consistent communication.</li> <li>• Support the Corporate Partnership team by participating in regular events, work parties, walks, and talks.</li> <li>• Work with the Supporter Engagement Manager and the Communications Team to review and update the membership sections of the Trust website.</li> </ul>
<b>Key Responsibilities</b>
<ul style="list-style-type: none"> <li>• Raise awareness of the work of the Wildlife Trust for BCN and how people can get involved.</li> </ul>
<ul style="list-style-type: none"> <li>• Achieve agreed lead generation targets working with the in-house Wildlife Trust Promoter to deliver.</li> </ul>
<ul style="list-style-type: none"> <li>• Identify internal and external events suitable for membership promotion and arrange with the organisers to attend.</li> </ul>
<ul style="list-style-type: none"> <li>• Process incoming event requests from the Supporter Engagement Team. Create a list of internal speakers for wildlife talks and liaise with the relevant speaker to facilitate.</li> </ul>
<ul style="list-style-type: none"> <li>• Create, coordinate, and deliver a program of wildlife/environmental themed talks. Collaborate with Trust colleagues creating a section on our website for online bookings generating additional much needed income for the Trust. Create a page on our internal communication platform to capture presentations, support facilitation of this and ensure consistent branding.</li> </ul>
<ul style="list-style-type: none"> <li>• Lead walks and talks where required.</li> </ul>
<ul style="list-style-type: none"> <li>• Ensure consistency across our events and promotional materials to present well-rounded programmes of engagement that reflect our brand and key messaging.</li> </ul>
<ul style="list-style-type: none"> <li>• Coordinate a programme of events such as the AGM, larger scale community events, Bluebell events, photographic competition and online events with supporter engagement focus and provide logistical support on event day, assisting with the smooth running of the events, sourcing equipment, speakers, venues, catering and resources, as required.</li> </ul>
<ul style="list-style-type: none"> <li>• Be responsible for Health and Safety and security encompassing the needs and requirements of employees, volunteers, site contractors, visitors and third party at events you have organised.</li> </ul>
<ul style="list-style-type: none"> <li>• Coordinate supporter engagement presence at internal and external events, working closely with the Wildlife Trust Promoter, planning location/venue attendance in advance.</li> </ul>
<ul style="list-style-type: none"> <li>• Work closely with other departments to develop and deliver events, engaging with new audiences and increasing the involvement of communities in the enjoyment, learning and participation of the Wildlife Trust.</li> </ul>
<ul style="list-style-type: none"> <li>• Keep accurate records of community engagement services provided, including monitoring and evaluation of programmes, and contact information in line with current GDPR and safeguarding requirements. Keep up to date with the Institute of Fundraising Code of Fundraising Practice relating to Face-to-Face activities, ensuring guidelines are adhered to.</li> </ul>

<ul style="list-style-type: none"> <li>Contribute to the creation of, implementation and maintenance of all processes involved in member recruitment to ensure they meet business requirements and are properly administered, documented and carried out consistently.</li> </ul>
<b>Staff and Volunteers</b>
<ul style="list-style-type: none"> <li>Establish highly effective methods of communication and staff engagement, to inspire and achieve commitment by staff to help with delivering events, lead generation and member recruitment.</li> </ul>
<ul style="list-style-type: none"> <li>Encourage, recruit and mentor volunteer support and membership of the Trust, helping particularly to build a network of volunteers for community engagement/event work.</li> </ul>
<b>Marketing and promotion</b>
<ul style="list-style-type: none"> <li>Work with the Communication Team to oversee the marketing and media of our events and website to ensure that we engage with active and potential visitors, to maximise new engagement opportunities and new income streams.</li> </ul>
<ul style="list-style-type: none"> <li>Use a pool vehicle, branded gazebo and interactive displays to attend events and promote the Trust.</li> </ul>
<ul style="list-style-type: none"> <li>Present a positive and welcoming image of the Trust to everyone</li> </ul>
<b>Other duties</b>
<ul style="list-style-type: none"> <li>Contribute to general Trust working and any other duties as directed by line managers.</li> </ul>
<ul style="list-style-type: none"> <li>Undertake training as the need arises.</li> </ul>
<ul style="list-style-type: none"> <li>Go about duties in a resource-efficient way and minimise impacts to the environment.</li> </ul>
<ul style="list-style-type: none"> <li>Actively follow Trust policies including Equal Opportunities policies</li> </ul>
<ul style="list-style-type: none"> <li>Maintain an awareness and observation of Fire and Health &amp; Safety Regulations.</li> </ul>
<ul style="list-style-type: none"> <li>Produce risk assessments and any additional H&amp;S and safeguarding requirements as required.</li> </ul>
<ul style="list-style-type: none"> <li>Fulfil all relevant Health and Safety and Child/Vulnerable Adult Protection requirements and maintain a valid and satisfactory enhanced Disclosure and Barring Service check.</li> </ul>

### Notes:

- As duties and responsibilities change, this job description will be reviewed and amended in consultation with the post-holder.
- This job description does not constitute a 'term and condition of employment'. It is provided only as a guide to assist the employee in the performance of their job. The job description is not intended to be an inflexible or infinite list of tasks and may be varied from time to time after consultation / discussion with the post holder.
- This job description does not form part of the contract of employment.

Member recruitment provides the Trust with our largest source of regular income. Members are essential for us to deliver our vision to protect and preserve our wild spaces so that wildlife can thrive and we all have wild spaces to enjoy. Although we have a great recruitment team...we need you! Everyone working at the Trust can help. You may be the first person from the Wildlife Trust that a potential supporter speaks to. Every member of staff should take pride in the work we do and be our voice, promoting the importance of being a member of our Trust and recruiting new members wherever they can.

## Events and Promotions Officer – Person Specification

E= Essential; D=Desirable

<b>Requirements</b>		
<b>Experience and Qualifications</b>	Hold a current driving licence and be able to use own and pool vehicle for work purposes	E
	Experience of developing and delivering programmes and events to a wide and diverse audience.	E
	Experience of delivering excellent customer service with the confidence to approach and build rapport with members of the public	E
	Experience of working with volunteers and community groups	D
	Experience supporting and mentoring volunteers.	D
<b>Knowledge</b>	Demonstrable understanding of the wider implications of Health and Safety and Safeguarding issues.	D
	Keen interest in and commitment to wildlife and environmental issues.	D
<b>Skills and Abilities</b>	Highly competent computer skills, especially with the use of Windows/Microsoft Office programmes including word, Excel, emails and databases, social media and web-based skills.	E
	Demonstrated self-motivation and the ability to work independently and as a member of a wider team.	E
	Ability to use initiative and take advantage of new and changing opportunities.	E
	Excellent administrative and organisational ability, able to balance and prioritise own and team workload inclusive of managing competing priorities.	E
	Highly developed interpersonal, influencing and communication skills both oral and written, including the ability to influence and motivate a wide range of stakeholders including staff at all levels, the general public and volunteers.	E
	Demonstrated ability to consistently deliver events and projects on time, within budget, and to high quality standards	E
<b>Behaviours</b>	Demonstrable evidence of openness to change and a willingness to learn new ways of doing things	E
	Willingness to share ideas, experience, and knowledge with colleagues and others.	E
	Demonstrable ability to work flexibly within a team environment and to work across functions to deliver successful outcomes, and in contributing to environments that demonstrate equality, foster trust, respect, and challenge.	E
	Demonstrable experience of identifying, understanding and giving priority to delivering the needs of the customer. Taking responsibility for providing a service that meets customers' needs.	E

## **Terms and Conditions: Summary for candidates**

The following terms and conditions are typically offered to The Wildlife Trust BCN staff on fixed-term or permanent contracts and are set out here for your information only. Terms and conditions may vary according to circumstances and this summary does not form part of any subsequent employment contract.

<b>Probationary period:</b>	Six months with a review at three months. During the probation period the contract may be terminated with one week's notice.
<b>Annual leave:</b>	25 days annual leave and 8 bank holidays per annum (pro rata for part time staff and those working less than a year). For those staff whose normal working days fall on the days of the week that fall between 25 <sup>th</sup> December and 1 <sup>st</sup> January (i.e. the three non-public holiday days) when the Trust offices are closed, three additional days of paid leave are granted. These are non-pro rata and must be taken between 25 <sup>th</sup> December and 1 <sup>st</sup> January.
<b>Pension:</b>	Contributory pension. The Trust contributes 8% salary. The employee will be automatically enrolled after 3 months.
<b>Other Information:</b>	Regular weekend and occasional evening working and bank holidays will be required, for which time off in lieu can be taken.
<b>Equality and Diversity</b>	We're wild about inclusion and want our staff to be as diverse as wildlife. As an inclusive employer we recognise that our workforce needs to better reflect the communities in which we live and work. We actively encourage applications from people of all backgrounds, identities and cultures. We believe that a diverse workforce will help us create our vision of 'people close to nature, with land and seas rich in wildlife.'

As a Conservation Charity, the Trust is committed to the ethical and sustainable sourcing of all materials used by our charity, and to ensuring we support any initiatives which improve sustainability for the benefit of us all. We are also fully committed to significantly reducing our carbon emissions. We would like to be sure that all of our colleagues and team members are equally committed in their support of these values and practice the highest standards both at work and at home.

## About The Wildlife Trust BCN

The Wildlife Trust for Bedfordshire, Cambridgeshire and Northamptonshire is a registered charity (and a company limited by guarantee), whose mission is to:

- conserve local wildlife, by caring for land ourselves and with others;
- inspire others to take action for wildlife; and
- inform people, by offering advice and sharing knowledge.

We are among the largest and most effective of 46 Wildlife Trusts across Britain and we are a major contributor to the nationwide work of the Royal Society of Wildlife Trusts. We currently manage over 100 nature reserves, covering almost 4,500 hectares, and two education centres. Our work also includes the acquisition and application of information about biodiversity. The Trust's turnover in 2022-23 was over £10 million and its capital assets more than £28 million, of which over half (£18 million) is classified as heritage assets. This Trust was the first to promote the concept of Living Landscapes: large-scale conservation schemes which aim to ensure that wildlife can thrive alongside the human population across an entire landscape. Our conservation activity is increasingly focused on these Living Landscapes, including the first to be established - the Great Fen in Huntingdonshire – as well as the Ouse Valley, the Nene Valley and the North Chilterns Chalk.

The Trust's annual report and accounts are posted on our website:

<http://www.wildlifebcn.org/annualreview>

The work of the Trust is guided by the 2020 - 2025 five-year vision which can be found at:

<https://www.wildlifebcn.org/next-five-years>. To achieve the targets within this plan, the Trust is managed and directed by an Executive Board of CEO and three Directors.

The Trust evolved from a group of committed volunteers, and volunteering is still central to its ethos, with over 1200 regular volunteers. The working culture of the Trust encourages a professional approach, with a commitment and enthusiasm for nature and its conservation. Mutual respect and teamwork are highly prized among both staff and volunteers. In all its dealings the Trust tries to be fair but firm and in all its activities it aims to be environmentally responsible. Systems, processes and bureaucracy are kept to the necessary minimum for effective performance.

The Chief Executive reports to the Trust's Council of 17 Trustees, who are elected annually from the membership (presently standing at over 37,000). Council and its two Committees (Conservation, Education & Community; and Resources) each meet quarterly. There are 137 staff members (113 fulltime equivalents), with main offices in Bedford, Great Cambourne, and Northampton, and over 1,000 active volunteers. The Executive Board comprised Chief Executive, Resources Director, Conservation Director, Business Director and Engagement Director. Reporting to the Executive Board is a team of senior managers.