



**Supporter Development Officer**  
**(Garden BirdWatch)**  
British Trust for Ornithology

# BRITISH TRUST FOR ORNITHOLOGY

## 'A WORLD INSPIRED BY BIRDS AND INFORMED BY SCIENCE'

BTO harnesses the skills and passion of birdwatchers to advance our understanding of ornithology and produce impartial science, communicated so that it can be of benefit to everyone.

### OUR GOALS

BTO increases knowledge of birds and other wildlife, and their relationships with the environment and people, by:

- Enabling more people to learn about birds and science and grow through participation in environmental discovery.
- Delivering impartial, impactful and relevant science.
- Inspiring and empowering people with an understanding of birds and the importance of knowledge.

### OUR PRIORITIES

We will reach our goals by:

- Providing more and better opportunities for people to contribute to our work.
- Monitoring the status of species, researching their ecology and understanding how they respond to change.
- Communicating great stories that bring to life the long-term data, information and knowledge that we hold.

## OUR IMPACT

Our surveys, monitoring schemes and research programmes are designed by expert scientists to answer some of the most pressing questions affecting birds and their habitats. Because of our independence we are able to share our data, expertise and knowledge to inform decision-makers, educate the public and support conservation action. Our long-term datasets provide a measure of change and enable us to look for impacts and test solutions. Our vibrant volunteer network makes us highly effective and ensures that our work reflects the interests of those for whom birds and wildlife are important.

## OUR FOUNDATIONS AND VALUES

The success of BTO is based on firm foundations that include: motivated and skilled staff and volunteers; a strong reputation; a robust business model and effective governance systems and processes.

We are:

- Inclusive and supportive
- Impartial
- Passionate
- Collaborative and open to new ideas

BTO is a Registered Charity Number 216652 (England & Wales), SC039193 (Scotland).



## SUPPORTER DEVELOPMENT OFFICER (GBW)

Thousands of volunteers take part in the BTO Garden BirdWatch (GBW) survey, collecting weekly lists of garden birds and other wildlife which allow us to monitor their changing fortunes. Garden bird observations contribute to BTO research on the importance of gardens, and supplementary food, to bird populations. Garden BirdWatch is run by way of membership, giving participants access to BTO information and expertise about garden wildlife, as well as opportunities to develop their skills and knowledge.

The Garden BirdWatch Organiser and Supporter Development Officer are part of the BTO Engagement Team, alongside colleagues who support BTO members and volunteers, and work on BTO membership promotion and administration. We are seeking an additional Supporter Development Officer to maintain and grow the work of Garden BirdWatch during the maternity leave of our Garden BirdWatch Organiser.

### WHAT YOU WILL DELIVER

You will work alongside the Supporter Development Officer (GBW) on:

Promoting our work and findings on garden ecology through various media, especially via national press, the Garden BirdWatch website, the magazine Bird Table, social media and e-news, articles and talks.

Promoting Garden BirdWatch and recruiting new Garden BirdWatchers through recruitment initiatives, and by organising and attending events, staying away overnight when necessary.

Answering phone, email and letter queries from Garden BirdWatchers and other supporters about birds and other garden wildlife.

Developing and updating guidance materials, via printed media and the Garden BirdWatch website.

Administration of both mass and individual communications with Garden BirdWatchers and other supporters, such as updating contact details and producing mailing lists, and some other administrative duties as required.

We are also interested to hear if you have skills, experience and knowledge to deliver additional capacity in the following areas – please address and evidence as part of your application;

Administration of the Garden BirdWatch dataset and ORACLE database, including data handling, analysis and archiving, and responding to requests for data.

Support for our research into garden birds and other wildlife by collaborating with colleagues in our science teams through an established research programme.

Support for BTO partnership projects involving wild bird care and wildlife disease

Development of promotional materials and website content.

### WHAT YOU WILL BRING TO THE ENGAGEMENT TEAM

#### *Essential skills*

Authoritative bird and wildlife knowledge, including good identification skills, allowing you to present the work of the BTO to informed audiences, and to answer questions from the public on garden wildlife.

Excellent interpersonal skills to communicate effectively with the public both over the phone and in person, including giving talks to large groups.

Excellent written communication skills, including the ability to write accurately and engagingly for press releases, articles in the popular press, websites, newsletters and social media.

An understanding of biological survey data, and the ability to assimilate scientific ideas and deliver them to a wide audience.

Computing skills as required to produce e-newsletters, web content, social media and PowerPoint presentations.

Excellent attention to detail, in order to produce accurate written content for publication, edit survey data, and reliably maintain administrative and personal information of BTO supporters.

Ability to organise and attend busy events such as GBW member days, talks, and strategic promotional events, including evening and weekend work, occasionally staying away from home for several days.

The ability to work as part of a friendly, enthusiastic team and to motivate volunteers.

*Desirable skills* (any one, or combination of, the skills below would be considered an advantage, though we emphasise they are not essential)

A track record of wildlife survey organisation.

Knowledge of British ornithology, conservation and conservation organisations.

Knowledge of gardening.

Experience of relational databases, including use and creation of SQL programs to query and update an ORACLE database.

Experience of data handling packages and GIS.

Editorial and design experience sufficient to produce magazines and promotional materials, particularly experience of Adobe InDesign and Photoshop.

Experience creating and updating websites.

Understanding of the garden bird care industry.

Understanding of wildlife disease.

A full valid driving licence.

### FIND OUT MORE ABOUT THE ROLE

For an informal chat about the position please contact Kate Risely, Garden BirdWatch Organiser. (01842 750050 or [kate.risely@bto.org](mailto:kate.risely@bto.org))

## SALARY AND BENEFITS

Salary of £21,138 (this is the salary for a Supporter Development Officer, if you evidence the additional skills, knowledge or experience outlined in this brochure then we are happy to discuss the salary at interview). A 37-hour working week. The post is based at The Nunnery, Thetford, Norfolk, IP24 2PU.

Annual leave entitlement on starting is 25 days plus bank holidays. The post holder will qualify for life assurance (four times salary) and be automatically enrolled in the BTO group personal pension scheme, benefiting from an 11% employer contribution.

**This is a fixed term contract to cover maternity leave and will last up to one year.**

## MAKING AN APPLICATION

If you have what it takes then we look forward to hearing from you – send your completed application form with a CV to Sian Knott via [jobs@bto.org](mailto:jobs@bto.org) stating the job title in the subject line.

Closing date for receipt of applications is 1pm on 30th July 2018. It is anticipated that interviews will be on 9th August 2018 in Thetford, at the BTO, IP24 2PU.

If you have a disability or long-term illness that otherwise prevents you from meeting any of the essential criteria, please contact us to discuss whether a reasonable adjustment could be made.