



Garden BirdWatch Manager
Communications Team
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).



BTO GARDEN BIRDWATCH MANAGER

ABOUT THE ROLE

Gardens have the potential to yield substantial benefits for both wildlife and people as, together, we negotiate our increasingly urbanised world. They also form an integral component of overall urban green infrastructure. Not only does this mean that gardens are a vitally important habitat for wildlife, but also that they are the place where people are most likely to have close encounters with wildlife and develop pro-environmental attitudes and behaviours.

BTO Garden BirdWatch (GBW) is a citizen science project that empowers its community of participants to collect valuable data on gardens and their wildlife through a weekly survey. The project, which has been running since 1995, has improved our understanding of how birds and other wildlife use the garden habitat and its resources. It has also helped participants to develop their interests in garden wildlife and to become actively involved in science.

This is an exciting opportunity for the right individual to drive forward the next phase of Garden BirdWatch development. Working closely with other staff from across the organisation the successful candidate will help to develop the survey, broaden its participant community and seek new opportunities to increase participation. The post-holder will manage staff within the GBW Team, and benefit from a close working relationship with other Communications, Engagement and Survey staff. Join our team and help us better understand the pressures facing garden wildlife.

WHAT YOU WILL DELIVER

SURVEY MANAGEMENT

- Responsible for the development, design and delivery of Garden Ecology surveys (Garden BirdWatch, Garden Bird Feeding Surveys, Garden Wildlife Health) in line with BTO's strategic goals for participation, communication and science, including:
 - ensuring the integrity of data;
 - developing clear instructions and materials;
 - designing and maintaining systems and procedures for data administration, and handling, analysis and archiving, using databases and statistical packages;
 - maximising opportunities for participation and developing people's knowledge of birds;
 - providing quality, relevant feedback on survey results and the use of the data;
 - Ensuring day-to-day compliance with data protection legislation.
- Provide Garden Ecology expertise, and answer advanced queries from volunteers and members of the public about birds and other garden wildlife.
- Manage workloads of the Supporter Development Officers (GBW).
- Ensure optimal use and support of the GBW Ambassador Network and its integration into the wider BTO volunteer network
- Responsibility for the preparation of the Garden Ecology budget, and overall control of expenditure.

BRITISH TRUST FOR ORNITHOLOGY

CROSS TEAM WORKING

- Work closely with the Supporter Team, Head of Surveys, and survey organisers, to ensure that the garden bird projects optimally recruit and retain BTO members and fieldworkers in line with the BTO strategy.
- Work with colleagues in Information Systems (IS) to plan adequate computing resources as the project grows and ensure correct archiving and security of associated data.
- Work with the Website Manager and Website Editor to update Garden BirdWatch web pages, liaising with and commissioning the IS Team to develop interactive pages.
- Oversee the development and management of interactive applications for one-off or other garden-based surveys.
- Work with the Fundraising Team and other staff to integrate science, engagement and fundraising messages and to optimise generation of appeal income from garden bird project volunteers.

RESEARCH

- Support research into garden birds and other wildlife, including analysis of the BTO GBW and GBFS datasets, collaborating closely with colleagues in the Science department, through a work programme developed in consultation with a Garden Ecology Steering Group
- Representing the BTO's garden bird research programme at conferences, seminars and meetings and in discussion with external academics and conservationists at all levels.
- Research, develop and support additional research projects to answer further questions about garden bird ecology through the Garden BirdWatch community, working with other staff to ensure that the results of such work are used effectively and presented appropriately.

- Seek partnership opportunities to deliver research into garden birds and other wildlife. This also includes promoting the value of the GBW dataset and participant network to other researchers.

PROMOTION AND ADVOCACY

- Work with the Communications Team to ensure the survey and its results are promoted widely, including the generation of press releases and writing of articles. Working proactively with journalists, authors and influencers to maximise public profile for the project, including radio and TV appearances.
- Represent BTO at appropriate external meetings and workshops or as part of external working groups.
- Contribute to garden-related publications to promote the results of Garden BirdWatch and to educate, inform and engage survey participants.
- Give talks and presentations about Garden BirdWatch and the mission of the BTO to all sizes of audience and at all levels, involving extensive travel in the British Isles.
- Work with Head of Surveys and Head of Engagement in the design, planning and running of conferences and other events (e.g. regional GBW conferences).
- To undertake such other duties as may be required.

This is not an exhaustive list; the successful applicant will agree objectives with their line manager.

BTO GARDEN BIRDWATCH MANAGER

WHAT YOU'LL BRING TO THE ROLE

- **Qualified to degree level or above in a biological science**, ideally with some garden ecology focus.
- **A broad and sound knowledge of UK garden birds and other wildlife.**
- **Intermediate data handling and analytical skills**, and expected to learn basic use of SAS and R, mapping programs and the basic use and creation of SQL to interrogate and update an Oracle database.
- **Ability to lead a small team**, and to motivate and inspire staff and volunteers
- **Excellent communication skills** with the ability to convey complex scientific concepts to a broad range of audiences.
- Excellent interpersonal skills and **ability to work in a collaborative and inclusive way.**
- Personal drive and enthusiasm.
- **Proven experience of recruiting, engaging and inspiring people to participate in citizen science** or similar volunteer projects.

FIND OUT MORE ABOUT THE ROLE

For an informal chat about the position please contact Mike Toms (mike.toms@bto.org).

SALARY AND BENEFITS

A salary of £27,421, rising to £30,468 over two years.

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. Other benefits include Employee Assistance Programme, discounts on BTO books, flexible working and social events. This is a full time (37 hours) permanent post that is **BASED IN THETFORD, NORFOLK.**

MAKING AN APPLICATION

For further information and to apply visit our website:

www.bto.org/vacancies

Closing date for receipt of applications is 1pm on Tuesday 4th May

It is anticipated that interviews will be held remotely on Friday 14th 2021.

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.



As users of the disability confident scheme, we guarantee to interview all disabled applicants who meet the minimum criteria for the vacancy.