

BRITISH TRUST FOR ORNITHOLOGY
The Nunnery
Thetford
Norfolk IP24 2PU
Tel: 01842 750050 Fax: 01842 750030



SUPPORTER DEVELOPMENT OFFICER (GARDEN ECOLOGY TEAM)
COMMUNICATIONS DEPARTMENT

British Trust for Ornithology

The BTO is one of the world's leading impartial, scientific research organisations specialising in knowledge about birds. Although our focus is bird populations in the UK, we are working with others on a growing international programme and contributing to knowledge about other wildlife.

Our scientific research and field work includes programmes and surveys involving up to 50,000 volunteers, each of whose individual contributions are vital parts of the accumulated scientific knowledge, providing an unrivalled national picture of birds in the environment. We are committed to developing and advancing the science of ornithology through the involvement of volunteers, innovative analyses and use of the latest data-gathering technology. Our volunteers are encouraged, organised and supported by an active and committed network of more than 150 volunteer regional representatives and survey organisers, our local ambassadors.

We are interested in the context of changes in distributions and trends in wildlife populations in relation to their ecology and the habitats on which they depend. We are a major custodian of wildlife data, including over 120 million records of, mainly, bird species, and long-term datasets, some of which have been in place for at least 50 years. We are committed to making our information and data available so as to optimise their use for nature conservation, land management, policy making and applied scientific purposes. We publish scientific results and provide impartial scientific advice.

We work in partnership with others in the academic and conservation science communities, with government departments and agencies, and with the private and voluntary sectors. We have a unique combination of professional scientists and volunteers, highly valued data and information, and modern surveys with web-based on-line data entry and retrieval.

We are based at Thetford (Norfolk, UK), have small offices in Stirling (Scotland) and Bangor (Wales), and are represented in Northern Ireland. We are a Registered Charity employing over 100 staff and have a current annual turnover of around £5 million.

The BTO Garden BirdWatch

The BTO Garden BirdWatch (GBW) survey was launched in January 1995 to gather information on the ways in which birds (and other wildlife) use gardens throughout the year. The project now has around 12,000 participants nationwide, making it the largest year-round study of garden birds in the world. The project is funded by its participants, each of whom makes an annual contribution of £17 to cover the running costs and production of the quarterly magazine. The project is managed by the Garden BirdWatch Organiser, supported by a Garden BirdWatch Administrator and two part-time Garden BirdWatch Assistants, together with a Supporter Development Officer within the team and additional support from other BTO staff as required.

Garden BirdWatch is based within the Communications department, which also contains teams handling BTO membership, engagement, science communication, fundraising, media and marketing.

The Supporter Development Officer (Garden Ecology Team)

The Supporter Development Officer will work with the Communications teams to help promote the work of BTO and develop our engagement with supporters and the wider public.

It is important to promote the results of Garden BirdWatch and increase public awareness of changes in the way that birds and other wildlife utilise gardens. We are keen to involve more garden birdwatchers in the work of the BTO, helping them to develop their birdwatching skills and to become more involved in the wider work of the organisation. Working as part of the Garden Ecology Team, the successful candidate will take the lead in developing new promotional opportunities for GBW, working with the Garden BirdWatch Organiser to increase levels of survey participation and coverage of our findings through various forms of the media, especially newspapers, magazines, radio, the GBW website and social media, by writing articles, and by giving talks to birdwatching groups and attending birdwatching-related events, staying away overnight when necessary.

The Supporter Development Officer will also be responsible for answering queries from supporters about birds and other garden wildlife. The BTO operates a Regional Network of volunteers who coordinate surveys and promote the BTO locally. The Supporter Development Officer will need to work alongside the staff responsible for the Regional Network to support local GardenBirdWatch Ambassadors as well as organising some selected promotional events. They will be closely involved in the work of the wider BTO Communications Department, providing support to the promotional web, press and social media work led by the Media Manager, the Science Communications Manager and the Supporter Development Officer (Fundraising Team),

The ideal candidate will be an enthusiastic birdwatcher, with excellent written, verbal communication and computing skills, who believes in the work of the BTO and can inspire other people to get involved in surveys and research. They will respond positively to agreed targets and get fully involved in the wider work of the Trust. Applicants should have a broad knowledge of birds and other UK wildlife, and knowledge of gardening would be an advantage.

Principal Responsibilities

1. To take the lead in developing new promotional initiatives and to explore new opportunities for promoting Garden BirdWatch, working with the Garden BirdWatch Organiser to maximise such opportunities on radio and television, through written media and online.
2. To write articles and press releases publicising the work of Garden BirdWatch and the wider BTO, and to contribute to *Bird Table* magazine and *BTO News*.
3. To answer queries from Garden BirdWatchers and members of the wider public about birds and other garden wildlife, researching the information where necessary
4. To give talks to bird clubs, etc. and to represent Garden BirdWatch and the BTO at events (such as the British BirdWatching Fair) and conferences for birdwatchers, gardeners, etc., occasionally requiring evening or weekend work and overnight stays.
5. To organise Garden BirdWatch member days as well as selected strategic BTO promotional events.
6. To produce the Garden BirdWatch monthly e-newsletter and manage the Garden BirdWatch social media accounts, and provide support to related online communications across the wider Communications Department.
7. To take responsibility for managing key sections of the Garden BirdWatch web site, including participant-orientated pages and those relating to press and publicity.
8. To develop Garden BirdWatch in areas where it is under-represented, especially by continuing to help in the development of a network of Garden BirdWatch Ambassadors.
9. To attend planning meetings with colleagues internally and partners externally in order to promote and develop Garden BirdWatch and the objectives of the Communications Dept.
10. To work with the Garden BirdWatch Organiser to administer Garden BirdWatch and related surveys, such as the Garden Bird Feeding Survey and Garden Wildlife Health.

11. Other duties as may be required commensurate with the level and purpose of the role.

Skills Required

1. Bird and wildlife knowledge sufficient to present BTO work to birdwatchers, potential funders and others, and to answer questions from the public on garden wildlife. Knowledge of gardening would be an advantage.
2. Excellent interpersonal skills to enable communication with people at all levels and the ability to communicate effectively in a broad range of forms (for example, by doing talks and radio or television interviews).
3. Excellent written communication skills, including and the ability to write engagingly and appropriately for articles in the popular press, press releases, websites, newsletters and social media.
4. Advanced computing skills, with experience of data handling, PowerPoint, etc. and the skills needed to produce newsletters, web content, and manage social media. The ability to assimilate scientific ideas and to deliver them to a wide audience.
5. Ability to organise and attend events such as GBW member days and strategic promotional events, including evening and weekend work, occasionally staying away from home for several days.
6. The ability to work as part of a team and to motivate volunteers.
7. The confidence, creativity and initiative necessary to participate fully in meetings internally and externally, and develop new ideas to promote Garden BirdWatch.
8. Good organisational skills, with an ability to multitask effectively, together with the ability to work under pressure and to meet deadlines.
9. Knowledge of wildlife survey organisation would be an advantage.
10. A valid full driving licence.
11. A friendly, enthusiastic team player.

Salary Scale

This is a permanent, full-time position with a salary of £20,417 per annum rising to £22,686 over two years.

The post has a leave entitlement of 25 days per annum plus bank holidays. The post-holder will qualify for life assurance and be automatically enrolled in the BTO Pension scheme (11% employer contribution) when eligible.

Applications

The completed application form should be supported by a CV and the names and addresses of two employment referees (one of which should be your current or most recent employer and preferably your line manager). It should be forwarded to, Samantha Rider, The Nunnery, Thetford, Norfolk, IP24 2PU. Applications may also be submitted confidentially by email to jobs@bto.org stating the job title in the subject line.

The closing date for receipt of applications is 9am, Wednesday 19 October 2016.

*It is currently anticipated that interviews will take place on **Monday 31 October 2016.***

For an informal discussion about the role, please call 01842 750050 during working hours, and ask for Kate Risely (kate.risely@bto.org) before 30 September, or Mike Toms (mike.toms@bto.org) from 30 September onward.