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**Application Pack**

**Marketing Communications Manager**

**Advertised May 2025**

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**About the Bumblebee Conservation Trust**

Bumblebees are ‘keystone’ pollinators, integral to our natural environment, and providing significant economic benefits through the pollination of crops. The Bumblebee Conservation Trust was established in May 2006 in response to ongoing declines in many bumblebee species, due primarily to habitat loss through agricultural intensification. Since the early 1900s, two species have become nationally extinct whilst populations of several others have crashed dramatically. Over one third of social bumblebee species are now regarded as species of principal importance under the UK Post-2010 Biodiversity Framework.

In short, our bumblebees are in crisis and need our help. We have a vision of a world where bumblebees are thriving and valued by everyone. We are leading the fight to secure their future. Guided by the latest science, we carry out research, influence environmental policy, and conserve and create bumblebee-friendly habitats. We inspire people and organisations to take action for our precious bumblebees, working together to help them thrive.

For more information about our work, visit our website (<https://bumblebeeconservation.org>).

**Our values**

The Trust recognises that our goals are met through the commitment and dedication of all our employees. The strength of the Bumblebee Conservation Trust lies in our ability to share a common set of values which both inspire and guide us.

* Passion: we are here to do our best for bumblebees and promote our pride, spirit and values through our work.
* **Valuing and Developing people:** we aim to create a safe, supportive, enjoyable but challenging working environment. We demonstrate respect for skills and expertise across all teams.
* Knowledge: we can demonstrate widespread expertise about the conservation and science of bumblebees.
* Integrity: we will be honest in our work with others, keeping our word and doing the right thing in a reliable way.
* **Team Spirit:** we care about all our team members, ensuring that every individual has an equal opportunity to make the most of their lives and talents, removing barriers, bias and discrimination.

These are the principles we value in our staff.

The values provide a framework for working together effectively across all the offices and remote workers. In every constituent part of the Trust we want our decisions and actions to demonstrate our values. Our values unite us in a common vision.

More than just a collection of words, these values embody the ‘spirit’ of the Bumblebee Conservation Trust. They outline how we want our Trust to be, and how we work as one team to deliver the best for bumblebees.

**Why work for us?**

At the Trust we place the highest value on our employees. We believe that recruiting and retaining the right people is fundamental to our success.

We want to protect the interests of every staff member, and create a happy, safe and harmonious working environment. Our benefits package aims to reflect this and includes:

* **Flexible working arrangements** – We offer flexi-time to give you more control over your working hours. You can choose to start late, finish early or extend your lunch to fit your lifestyle.
* **No excess hours culture** - We want all staff to enjoy a good balance between work and personal life and don’t encourage working for long hours.
* **35 days’ paid annual leave** (pro rata for part time) including bank/public holidays with holiday closure between Christmas and New Year.
* **Pension** - 8% employer pension contribution.
* **Transport support** – We offer access to the tax efficient benefits of Cycle to Work scheme and the EV Car Purchase scheme.
* **Well-being support** via our internal Staff Well-being Group, Mental Health First Aiders and an Employee Assistance Programme which offers support 24/7 for all staff.
* **Company sick pay** – Once you have 2 years continuous service, if you are sick in any rolling 12 month period, you can qualify for up to 3 months full pay then 3 months half pay + SSP. In your first and second year, you can qualify for a phased sickpay entitlement.
* **Personal annual training allowance -** to support your skill development
* **Feedback and career development** – regular feedback sessions and a commitment to providing you with the opportunity for personal growth
* **Home working equipment** – we provide the tools that you need to support working from home
* **Enhanced leave** - maternity leave and paternity leave are enhanced above statutory to help you and your family
* **Family emergencies** – 1-2 days full pay for those unexpected situations
* **Compassionate and bereavement leave** – for those difficult times in life, we offer paid bereavement leave
* **Death in Service insurance** - calculated as two times salary.
* **Social connection is encouraged –** enjoy lots of informal opportunities to take part in different activities and get to know your new colleagues.

The Trust is a Real Living Wage Employer. We have a clear Pay Policy which ensures transparency and consistency on how pay is determined and how it will progress over time. The starting salary for this post is £35,100 (£28,080 pro rata) at .1 and will be increased to .2 - £36,700 FTE (£29,360 pro rata) per annum after successful completion of the six month probationary period. In addition to any general annual pay award that may be determined, this post will be eligible for further incremental increases as follows:

* To .3 in April 28 (currently £38,800 FTE)
* To .4 in April 30 (currently £40,900 FTE)
* To .5 in April 32 (currently £42,500 FTE)
* To .6 maximum in April 35 (currently £44,100 FTE)

We have a clear goal to be the place where a diverse mix of talented people want to come, to stay and do their best work. We pride ourselves on reaching for our vision – to reverse the decline in bumblebees, through the hard work and dedication of our passionate and creative employees.

If you are interested in joining our passionate and dedicated team, keep reading and follow the instructions on how to apply.

**Job Description**

**Job title**: Marketing Communications Manager

**Salary**: £35,100 FTE per annum (£28,080 pro rata)

**Working hours**: 28 hours per week

**Contract**: Permanent

**Location**: Stirling Office or fully home-based, or hybrid between both

**Job core purpose**

* To plan, develop, implement and measure the Trust’s marketing, communications and public relations activities, both external and internal, delivering measurable campaigns on time, within budget and to a consistently high quality.
* To lead, manage and motivate your team to maximise staff well-being and effectiveness.
* As a member of the Management Team, contribute to strategic plans, direction and decision making.

**Main responsibilities**

* Work collaboratively with a diverse staff team to create and manage cross-organisational, integrated marketing and communications plans to support the external communication of the Trust’s 2024-34 strategy.
* Oversee the ongoing development of the Trust’s website in line with brand and style guidelines and organisational strategy requirements.
* Lead the organisation’s media and PR work to position the Trust as the UK’s trusted experts on bumblebee populations, ecology and conservation.
* Act as Communications Plan Lead in situations where the Trust’s Crisis Communications Plan is activated.
* Oversee brand management, including brand awareness and adherence to brand and style guidelines.
* Ensure audience insights on the Trust’s key audiences are kept up to date through market research activities.
* Report on and analyse all aspects of marketing and communications, with a focus on measuring impact, return on investment, and ways that we can put impact at the heart of all Trust messaging.
* Develop and manage the Trust’s use of marketing and communications software and its integration with the CRM system.
* Ensure your knowledge of marketing and communications within the charity sector is kept up to date and relevant by networking/researching/reading blogs and news sources.
* Freely share knowledge, insight, best practice and ideas relevant to marketing and communication of the charity with internal stakeholders.
* Create and promote a team environment.
* Manage Marketing and Communications budget planning, monitoring and reporting.
* Ensure the collection and use of personal information and data on supporters is legally compliant.

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* Contribute to the overall outputs of the Trust team and carry out duties with due regard to the well-being, safety and safeguarding of others at all times.
* Support the Trust in continued efforts to be an environmentally sustainable organisation.
* The Trust is committed to equality of opportunity and to eliminating discrimination. All employees are expected to follow the Trust values. Our values are:
  + Knowledge: we can demonstrate widespread expertise about the conservation and science of bumblebees, about how biodiversity loss and climate change affects bumblebees and our ability to use this to everyone’s benefit.
  + Team Spirit: we care about other team members, together we ensure that every individual has an equal opportunity to make the most of their lives and talents, removing barriers, bias and discrimination.
  + Integrity: We will be honest in our work with others, keeping our word and doing the right thing in a reliable way.
  + Passion: we do what is right for bumblebees and promote our pride, spirit and values through our work.
  + Valuing and Developing people: we aim to create a safe, supportive, enjoyable but challenging working environment, in which every member of staff has a personal development plan
* Employees are required to comply with all Trust policies and must also undertake specific mandatory training when identified.
* Undertake any other duties commensurate with the nature of the post as deemed appropriate and by agreement with the Head of Department.

**Person Specification**

**Essential:**

* At least three years’ experience in a marketing and communications role.
* Ability to think strategically and creatively regarding the long-term development of an organisation’s marketing and communications work.
* Proven experience of leading, inspiring and growing a range of direct reports.
* Experience of delivering successful, integrated appeals and campaigns through a range of marketing channels.
* Excellent communications skills, with a solid knowledge of English grammar and the ability to present ideas in a clear and concise way, both verbally and in writing.
* Experience of monitoring and evaluating marketing and communications activities to inform organisational learning and KPI reporting.
* Proactive and highly organised, with strong time management and planning skills, meticulous attention to detail and a proven ability to multi-task.
* Proven ability to meet tight deadlines and remain calm under pressure.
* Strong interpersonal skills with ability to initiate and maintain productive working relationships with a range of internal and external stakeholders both in-person and remotely.
* Experience in designing and executing successful user journeys, including use of CRMs, e-marketing systems (e.g. Dynamics, Mailchimp), etc.
* Strong IT skills and knowledge of digital applications (examples of applications currently used at the Trust - Office365, Teams, Zoom, Adobe InDesign, Microsoft Dynamics Customer Insights Journeys, WordPress, Hootsuite, Google products such as GA4, Ads, Ad grants).

**Desirable:**

* Strong budgeting, business planning and financial monitoring skills.
* Robust knowledge and understanding of the latest GDPR and PECR regulations.
* Experience in website optimisation and editing, ideally using WordPress.
* Ability and willingness to travel for work on occasion.
* Knowledge or understanding of nature conservation, bumblebees and their conservation.

**Recruitment and Selection Process**

The Bumblebee Conservation Trust is an Equal Opportunities employer.  This means that whilst seeking employment or during such employment with the Trust, we will seek to ensure equality of treatment for all persons regardless of sex, race, age, marital or civil partnership status, disability, religion or belief, sexual orientation, gender reassignment, pregnancy or maternity status.

*We recognise that candidates with a disability or from ethnically diverse backgrounds are under-represented in our organisation, and that there are often additional barriers present for people from these groups when applying for roles in the charity sector and beyond. We are committed to taking positive action to expand the diversity of our staff team. If you meet the essential criteria for a role and are disabled or from an ethnically diverse background, you'll be guaranteed a first stage interview. Please just tick the relevant box on our application form.*

*In the event of a high-volume of applicants who tick this box, then selection for guaranteed interview will be those who best meet the essential criteria for the post rather than all of those that meet the minimum criteria, in the same way as we would do for non-disabled and non-ethnically diverse background applicants.*

*It is important to note that this scheme guarantees an interview for candidates who meet or best meet the essential criteria and tell us that they'd like to be considered under the scheme. The selection decision at interview will be based on the most suitable candidate, regardless of any protected characteristic.*

**Use of AI in Candidate Applications:**

We accept that some applicants are using technology to support with writing applications as the use of AI becomes a norm. However, we would like to stress the importance of giving personal examples from your previous experience where possible in your application.

If you are using AI technology, please ensure you still tailor your answers to ensure you are:

* Showing authenticity and your personal voice, a genuine expression of your experiences and aspirations can set you apart from others.
* Tailoring to the specific role and company values.
* Expressing your passion, values and personality - this can be better achieved through your unique communication style.
* Providing specific examples to highlight your ability to problem solve and think through situations.

While AI can be a valuable tool, it is essential to balance these benefits with the need for authenticity and personalisation.

**Pre-employment checks:**

We will require a minimum of two appropriate references and will check original documents proving your qualifications, identity, and right to live and work in the UK before you can start work with us.

You will be asked to complete our Criminal Record Declaration Form. However, a person’s criminal record in itself, will not debar that person from being appointed to a post.

**References:**

Referees should ideally be your present and last employer. They should have had either managerial or supervisory responsibility for your work, and not be colleagues, subordinates or friends. If this is your first employment, a tutor’s reference and a personal reference or similar will be acceptable.

If you have any questions about providing reference details, please contact us.

The Trust will only approach your referees once an offer of employment has been made; they will be provided with a copy of the job description and asked to return a Reference Request Form.

**How we use your personal information:**

The information which we gather from you during the recruitment and selection process is retained and processed in accordance with the provisions set out by the Data Protection Act 1998 (DPA) and further to the UK General Data Protection Regulations (GDPR).

Please note that by submitting an application for employment, you are accepting that you have read and understood our [Data Protection and Privacy Policy for Job Applicants](https://www.bumblebeeconservation.org/what-we-do/vacancies/privacy-policy-job-applicants/). If you have any questions about how we use your data, please contact us.

**How to Apply**

If you are interested in joining us, please complete the application form below and return by email to [recruitment@bumblebeeconservation.org](mailto:recruitment@bumblebeeconservation.org) no later than **5 pm on Tuesday 17 June 2025**.Applications may close before the deadline, so please apply early to avoid disappointment. You will receive confirmation we have received your application, and we will contact you to let you know if your application is being progressed to the interview stage.

In order to ensure that all applicants are assessed equally and fairly, applications will only be accepted on the form provided. Please do not send a CV.

Interviews are expected to take place online on Thursday 3 July 2025.

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| OFFICE USE ONLY- PRIVATE AND CONFIDENTIAL | |
| **APPLICATION NUMBER:** | **CANDIDATE LOCATION:** |
| **APPLICATION FOR THE POST OF:** | |

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| **PERSONAL INFORMATION** | | |
| TITLE: | SURNAME: | FORENAME(S): |
| ADDRESS (including postcode): | | |
| TELEPHONE NUMBER: | | |
| EMAIL ADDRESS: | | |
| WHERE DID YOU SEE THIS VACANCY ADVERTISED? | | |
| WOULD YOU NEED TO OBTAIN A UK WORK VISA TO WORK FOR US?  Yes  No  (please tick/double click to select)  If Yes, please provide further details: | | |
| DO YOU IDENTIFY AS BEING DISABLED OR FROM AN ETHNICALLY DIVERSE BACKGROUND?  Yes  N/A  (please tick/double click to select)  If yes, please provide further details : | | |

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| **ADDITIONAL INFORMATION** |
| HAVE YOU EVER WORKED FOR THE BUMBLEBEE CONSERVATION TRUST BEFORE?  Yes  N/A  (please tick/double click to select)  If yes, please provide details here (if not provided below): |

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| **EQUAL OPPORTUNITY** |
| *Bumblebee Conservation Trust is an Equal Opportunities employer, and we are committed to expanding the diversity of our staff team through a fair recruitment process free of any discrimination. We ask you to complete this optional, confidential, equal opportunities monitoring survey to aid us in building an accurate picture of the make-up of the staff team and ensuring fair and transparent processes. All information provided will be anonymous and used for statistical purposes in monitoring only and will have no impact on your application.* |
| Please follow this link to the application form: [***https://forms.office.com/e/pdxdLU71mz***](https://forms.office.com/e/pdxdLU71mz) |
| *If you have any questions about the form, please contact Bumblebee Conservation Trust’s recruitment team on:* [***recruitment@bumblebeeconservation.org***](mailto:recruitment@bumblebeeconservation.org) |

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| **EMPLOYMENT HISTORY** | |
| **PRESENT OR MOST RECENT EMPLOYMENT** | |
| LENGTH OF EMPLOYMENT WITH THIS EMPLOYER: *(years/months)* | |
| JOB TITLE: | ORGANISATION NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |
| IF STILL EMPLOYED PLEASE STATE NOTICE PERIOD REQUIRED: | |

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| **PREVIOUS EMPLOYMENT OR RELEVANT VOLUNTEERING EXPERIENCE**  *Please continue on a separate sheet if necessary* | |
| LENGTH OF EMPLOYMENT WITH THIS EMPLOYER: *(years/months)* | |
| JOB TITLE: | ORGANISATION NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |
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| LENGTH OF EMPLOYMENT WITH THIS EMPLOYER: *(years/months)* | |
| JOB TITLE: | ORGANISATION NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |
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| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
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| LENGTH OF EMPLOYMENT WITH THIS EMPLOYER: *(years/months)* | |
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| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
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| LENGTH OF EMPLOYMENT WITH THIS EMPLOYER: *(years/months)* | |
| JOB TITLE: | ORGANISATION NAME: |
| DUTIES & RESPONSIBILITIES: | |
| SALARY: | FULL TIME  PART TIME  (please tick/double click to select) |
| REASON FOR LEAVING: | |

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| **EDUCATION & TRAINING** |
| QUALIFICATIONS:  *Please state level and grade obtained* |
| TRAINING COMPLETED: |

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| **MEMBERSHIP OF PROFESSIONAL BODIES (if applicable)** |
| NAME OF INSTITUTE/PROFESSIONAL BODY: |
| MEMBERSHIP TYPE: |

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| **JOB SPECIFIC QUESTIONS**  *Please provide brief answers to the below questions in the space provided with no more than a few sentences for each answer (150 words maximum per question).* |
| **Question 1:** Please tell us about your management style and how you have/ would inspire and develop a team that is fully remote. |
| **Question 1 answer:** |
| **Question 2:** The Trust’s marketing and communications activities seek to win hearts, educate minds and stimulate action. Please tell us about a campaign that you planned/delivered that successfully moved people from awareness to action. What was your role in this campaign? Feel free to link to examples of your work in this answer. |
| **Question 2 answer:** |
| **Question 3:** The Trust is the UK’s only charity dedicated to saving bumblebees, however we are not always the first choice amongst journalists for comment when news relating to bumblebees emerges. If you were successful in securing the role, how would you develop our image as the UK’s trusted experts on bumblebee populations, ecology and conservation? |
| **Question 3 answer:** |
| **Question 4:** Please tell us the key metrics you would use to evaluate an awareness raising campaign? |
| **Question 4 answer:** |
| **Question 5:** Please tell us about a time when you used audience research to inform your planning? |
| **Question 5 answer:** |

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| **PERSONAL STATEMENT**  *Please use this section to provide any* ***additional detail*** *to that already provided above, on how your knowledge, skills and experience will enable you to fulfil the requirements of the post. Please refer to the job description and person specification when completing this section. You can also include details of any voluntary activities or interests, as well as any other relevant information you would like us to consider in support of your application.*  **Please limit your personal statement to 400 words maximum.** |
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| **REFERENCES** | | |
| Please give details of TWO people who can confirm your suitability for this role. This should ideally include your present/most recent employer and not be related to you in any personal capacity (e.g. friends or family members). **We will only approach referees if you are offered the post. If you cannot provide two references do not leave this section blank, please contact us.** | | |
| TITLE: | SURNAME: | FORENAME(S): |
| JOB TITLE and CAPACITY IN WHICH KNOWN TO YOU: | | |
| TELEPHONE NUMBER: | | |
| EMAIL ADDRESS: | | |
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| TITLE: | SURNAME: | FORENAME(S): |
| JOB TITLE and CAPACITY IN WHICH KNOWN TO YOU: | | |
| TELEPHONE NUMBER: | | |
| EMAIL ADDRESS: | | |

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| **DECLARATION** |
| **Agreement to use my data**   * I hereby freely give the Bumblebee Conservation Trust consent to process, store and use my personal data relating to my job application in accordance with the [Data Protection and Privacy Policy for Job Applicants.](https://www.bumblebeeconservation.org/what-we-do/vacancies/privacy-policy-job-applicants/) * I confirm that, to the best of my knowledge, the information on this form is correct. * I accept that if any of the enclosed information is found to be untrue after my appointment, I may be liable for dismissal without notice. * I authorise you to contact the references listed on this form and make any other checks deemed appropriate once an offer of employment is made.   **In giving my consent:**   * I understand that I can ask to see this data to check its accuracy at any time via a subject access request (SAR). * I understand that I can ask for a copy of my personal data held about me at any time, and this request is free of charge. * I understand that I can request that data that is no longer required to be held can be removed from my file and destroyed. * I understand that if I am unsuccessful with my application my data will be destroyed after **6 months**. |
| NAME (PLEASE PRINT): |
| SIGNATURE: |
| DATE: |