

Welcome to the Field Studies Council (FSC)



FSC Marketing Officer, base negotiable

This is an externally funded post (National Lottery Heritage Fund), part time – 18.5 hpw, which is offered on a fixed-term basis until 31 January 2023.



Imagine a role that offers you both unique opportunities and challenges; where you are an important part of an empowered team who strive to create a truly memorable experience for every individual who visits our FSC Locations and where you have the chance to demonstrate your passion to deliver the highest standards of customer service and care. No matter what role you perform at the FSC, everyone can make a difference... if you want to join our successful Environmental Education Charity and you have what it takes to make a difference then we want to hear from you.

Included in this pack is the key information relating to our **Marketing Officer** vacancy:

- Job Description and Person Specification
- Summary of the main terms and conditions for the post
- Information about FSC and FSC Head Office (also visit www.field-studies-council.org)

How to apply:

For all recruitment information and relevant application forms please go to our vacancies web page at: www.field-studies-council.org/vacancies

To apply for this position please download and complete in full the [Application Form](#). You must ensure that your application includes examples of how you have demonstrated skills, knowledge and experience in meeting the requirements of the post detailed in both the job description and person specification.

Send your completed application form to: recruitment@field-studies-council.org **OR**

Human Resources, FSC Head Office, Preston Montford, Montford Bridge, Shrewsbury, Shropshire SY4 1HW

Please note we do not accept CV's without a completed application form.

The closing date for receipt of your completed application is 12 noon on Thursday 26 November 2020

Interviews will be scheduled between the 7th and 10th December 2020, with shortlisted applicants being contacted by telephone and/or email.

If you have any queries regarding this vacancy, please call Keiron Brown on 01743 852100. We look forward to receiving your application in due course.

Ian Wainwright
Commercial Director

JOB DESCRIPTION

Job Title: Marketing Officer
Based at: Base negotiable
Grade: Senior Team Member
Reports to: Sales & Marketing Manager
This post holds no line management responsibility

Overall Job Purpose:

To deliver FSC's charitable mission by promoting biodiversity engagement and training courses, and assisting the FSC BioLinks project team to engage with a wider diversity of audiences.

Effective nature conservation decisions depend on the availability of good quality and robust information. Current trends are measured in biological records. FSC BioLinks is creating more records with increased accuracy and focuses on those species that are currently data deficient. As a result of stronger data sets the natural heritage will be better managed, heritage will be more accurately recorded, and a community of volunteers will grow stronger.

Over 2000 volunteers will be involved, bringing together a number of dispersed volunteers, with skills in biological recording and biological identification, and new volunteers. Success will achieve accessible learning outcomes for target audiences by developing/upscaling structured learning pathways.

This is an ideal opportunity for somebody wishing to develop a career in marketing to join a busy marketing team and gain experiences in a range of marketing activities to help develop FSC achieve its charitable objectives.

Key Responsibilities:

- Supporting the Sales & Marketing Manager, as required, in the creation of marketing ideas to fulfill the charity's objectives.
- Supporting the FSC BioLinks Project Manager, as required, in the creation and delivery of the FSC BioLinks project marketing plan.
- Playing both a leading and assisting role in the delivery of projects to achieve the marketing plan, covering the full range of the marketing-mix.
- Analysing the performance of marketing projects.
- Developing marketing plans for FSC products and services. Managing and evaluating the delivery of the plan including, where necessary, expenditure.
- Undertaking any other duties that may be reasonably required to assist with other teams across the organisation, and complying with all reasonable directions that may from time to time be given

General:

- Complying with all relevant legislation / FSC Operating Codes of Practice (OCOPs) / FSC Health and Safety Handbook and FSC procedures.
- Delivering a high standard of customer service and customer care.
- Ensuring the highest standards of quality are achieved in all duties carried out.
- Working closely with other staff to ensure that appropriate levels of service are maintained during absences and periods of high workload .
- Maintaining professional standards at all times in accordance with FSC policies.
- Fulfilling your obligations under FSC's Behaviour Partnership to ensure a happy, productive working environment.
- Attending staff meetings as well as FSC internal and external training as required, in order to share best practice and improve team and learning location performance, and participating fully in staff development activities (sometimes this may involve travel to other learning locations with the occasional overnight stay).

- Driving: We have a number of vehicles which you may be asked to drive. To do so, you will need to be 21 years or over, have a full valid driving licence, to have been driving for at least two years, and undertake an internal assessment on commencement in the role. If you have any questions regarding this please don't hesitate to contact us.
- Undertaking any other duties that may reasonably be required to ensure the smooth and efficient running of Head Office.

Key Expectations:

The expectations of every employee that we regard as essential include:

- A positive and passionate work attitude
- A desire to show pride in all aspects of their work
- A flexible approach with a willingness to adapt to changes
- An ability to work using your own initiative both independently and as a competent, effective team member
- An ability to work under pressure and prioritise work to meet tight deadlines
- Always treating others with courtesy, dignity and respect
- A commitment and contribution to improving FSC's environmental performance
- A committed and proactive approach to personal development; motivated to learn new skills and overcome new challenges

This job description should be seen as enabling rather than restrictive, and will be subject to regular review.

The FSC reserves the right to vary these duties, as per the needs of the business.

Date of Issue: November 2020

PERSON SPECIFICATION

Post Title: MARKETING OFFICER	Location: BASE NEGOTIABLE
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ESSENTIAL/DESIRABLE FACTORS FOR THE POST	E	D	How is this identified?
1. QUALIFICATIONS & EXPERIENCE			
GCSEs A*-C in English and Maths (or equivalent)	✓		Application
Marketing or related qualification/experience	✓		Application
2+ years' experience working in a marketing department	✓		Application/Interview
Experience of copywriting	✓		Application/Interview
Experience of proof reading	✓		Application/Interview
Use of office software including word processing, spreadsheets and outlook	✓		Application/Interview
Use of creative software such as Photoshop and InDesign		✓	Application/Interview
Experience of working with external creative agencies		✓	Application/Interview
Use of digital marketing tools		✓	Application/Interview
Experience of website development projects		✓	Application/Interview
Full valid Driving Licence		✓	Application
Educated to degree-level		✓	Application
ICT qualification		✓	Application
2. KNOWLEDGE			
Ability to quickly become confident with computerised systems and software such our customer database and content management system	✓		Application/Interview
Ability to determine the typical customer of products/services, why they are interested in them and how best to communicate with them	✓		Application/Interview
3. SKILLS			
Excellent communication skills both verbally and in writing	✓		Application/Interview
Ability to think creatively and contribute new ideas	✓		Application/Interview
Excellent accuracy and attention to detail in all aspects of work	✓		Application/Interview
Ability to organise, prioritise and meet deadlines	✓		Application/Interview
Passion for promoting and engaging audiences with biodiversity	✓		Application/Interview
Flexibility to travel to Head Office (Shrewsbury) other locations as necessary	✓		Application/Interview
Confidence to take ownership of projects and your own learning	✓		Application/Interview
Ability to analyse data	✓		Application/Interview

SUMMARY OF MAIN TERMS AND CONDITIONS

Contract Term:

This is an externally funded post (National Lottery Heritage Fund) which is offered on a fixed-term basis until 31 January 2023.

Remuneration:

FSC Grade: Senior Team Member

FSC Salary Grade: Scale Points 15 - 18, currently £10,879 - £12,415 per annum.

The point of entry within the salary grade will be dependent upon qualifications and experience. Further incremental progression within the grade will be subject to meeting required standards and satisfactory individual performance reviews.

The salary is paid monthly in arrears by BACS transfer. The salary scale is reviewed annually.

Hours of work:

The hours of work are based on a notional average of 18.5 hours per week, The working pattern is flexible and negotiable, normally worked between Monday-Friday. The hours of work may vary depending on business need. Weekend / evening work may occasionally be required. The exact working pattern can be discussed at interview.

There is an expectation that the post holder will occasionally have to travel to other FSC locations or meeting venues within the UK. Where this is required this would be agreed in advance and appropriate notice would be given.

Annual & Bank Holidays:

The holiday year runs from 1 January to 31 December each year. You will accrue an entitlement to paid annual holidays equivalent to 5.6 working weeks during a complete holiday year. This entitlement includes the Public/Bank holidays or substitute days (as defined in FSC's Employee Handbook) when they fall on a contractual or scheduled day of work. Part-time workers will receive a pro-rata of the entitlement. For anyone who joins part way through the year they will receive a pro-rata entitlement of the 28 days.

In addition to the above, we recognise and reward staff loyalty by awarding additional paid leave days, based on length of service, up to a maximum cumulative total of 5 additional days paid leave (pro-rata for part-time).

Pension:

The post-holder will be eligible to join one of FSC's Pension Schemes.

Sickness:

During periods of certified sickness the post-holder will be eligible to receive sick pay in accordance with FSC's sickness absence procedures. The payment of sick pay is subject to compliance with FSC's rules for the notification and verification of sickness absence, details of which will be provided to the successful applicant upon commencement of employment.

Additional Employee Benefits:

These include an Employee Assistance Programme, Life Assurance* and Health Cash Plan with Westfield Health* (*exclusions apply). Further details are given on appointment, as applicable, or are available by contacting Human Resources at FSC Head Office on 01743 852119.

Probationary Period:

This post has a six month probationary period, during which your suitability for the post will be assessed.

Post Classification / Criminal Records Check Requirements:

This post has been classified as **Category C** (as defined in the FSC Code of Conduct) which means it is **not exempt** from the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in 2013). No criminal records check is currently required, however, the post holder must still meet the acceptance criteria as defined in the FSC Code of Conduct.

FIELD STUDIES COUNCIL: BACKGROUND INFORMATION

Field Studies Council (FSC) is an environmental education charity providing informative and enjoyable opportunities for people of all ages and abilities to discover, explore, and understand the environment.

Our Mission is to bring environmental understanding to all.

Our Vision is inspiring environmental understanding through first-hand experience

What we believe -

FSC believes that the more we understand about, and take inspiration from, the world around us the more we can appreciate its needs and protect its diversity and beauty for future generations. In all we do, we are committed to:

- **Delivering first hand experiences.** FSC uses the environment to inspire. Taking in its sights, sounds and smells has the ability to motivate, deepen knowledge and broaden horizons.
- **Providing opportunities for everyone.** FSC strives to provide opportunities for everyone, regardless of age, ability or background.
- **Sustainability for the future.** A commitment to the environment is at the heart of everything FSC does: how we run the charity, what people learn on our courses and through our publications.
- **A caring attitude.** From the way we treat our customers, our staff, the environments we work in and the feel of our locations, FSC demonstrates a personal approach with great care taken in everything we do.

What we do -

For more than 70 years, FSC has touched the hearts and minds of people of all ages through courses at our network of learning locations, work overseas and the production of resources. Each year over 140,000 people experience FSC, many through a visit to one of our learning locations:

- Learning outside the classroom experiences with their school, college or university
- Professional training courses for environmentalists and teachers
- Natural history courses
- Identification guides and free resources
- Funded projects, both in the UK and abroad
- Art courses
- Family holidays
- Campaigns for the right to outdoor learning and fieldwork

Some of the FSC's proudest moments have arrived when trying to reach those who would not be able to have an FSC experience without some help. Thanks to FSC members and donations from individuals and Trust Funds, each year we are able to provide support for over 1000 young people who otherwise would not be able to take part.

Despite all that we have achieved so far, we hope to provide even more opportunities for people of all ages and abilities to discover, explore and understand the natural world. However, as an Investors in People charity, we realise we cannot achieve this without staff that have a real passion for the work of the charity and a pride in their role within it. Every role in the charity is vital to delivering its mission and vision – if this inspires you and you meet the requirements of the post we would love to hear from you.

For more information, please also visit www.field-studies-council.org

FSC Head Office

FSC Head Office is based in a rural location 4 miles west of Shrewsbury, close to FSC's Preston Montford Field Centre, near Montford Bridge. FSC Head Office provides a number of central functions to support the work of the charity and to support our Learning Locations: these include Biodiversity, Digital Services, Finance, Human Resources and Marketing. The Chief Executive and Directors are based at Head Office and provide the strategic and organisational direction for this successful charity. There are currently approximately 45 staff based at FSC Head Office.