

## Derbyshire Wildlife Trust

East Mill, Bridge Foot, Belper, Derbyshire, DE56 1XH

Tel: 01773 881188 Fax: 01773 821826

E-mail: [enquiries@derbyshirewt.co.uk](mailto:enquiries@derbyshirewt.co.uk)



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January 2012

### **Volunteer Marketing Assistant**

In the information pack are the following documents:-

1. A role description and person specification for the role.
2. Our leaflet (pdf) giving general information about the Trust. More information is also available at our website [www.derbyshirewildlifetrust.org.uk](http://www.derbyshirewildlifetrust.org.uk)
3. Application form

Completed application forms must be returned either by post to the address shown below or by email to [skershaw@derbyshirewt.co.uk](mailto:skershaw@derbyshirewt.co.uk) by 5pm on 17<sup>th</sup> February 2012. Please ensure that your answer to question 8 demonstrates how you meet the person specification criteria. CVs will not be considered.

We will acknowledge receipt of applications sent by email. If you apply by post and wish us to confirm that your application has arrived, please enclose a stamped addressed envelope.

Shortlisting will take place in the week after the closing date and interviews will be held at East Mill, Belper on 2<sup>nd</sup> March 2012. If you apply but do not hear from us by 29<sup>th</sup> February 2012 you should assume that you have not been shortlisted.

The Trust is an equal opportunity employer and recruits in accordance with its Equality and Diversity Policy and all relevant legislation. If you would like a copy of the Equality and Diversity Policy please let me know.

Please note that canvassing of Trust staff or trustees, directly or indirectly, in connection with recruitment for this post, will disqualify your candidature.

Yours sincerely

Stephanie Kershaw  
Administration Manager

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## Marketing and Resource Development Team Volunteer

### Role Description

Title of post: **Volunteer Marketing Assistant**

Responsible to: **Marketing and Resource Development Manager**

Status: **Full time**

Volunteering hours: based on Monday to Thursday 9am-5pm and Fridays 9am-4.30pm

### General Information

To provide administrative support and assist the marketing team with publicity, promotional, membership and fundraising work.

### Main duties

1. Provide administrative support to marketing staff – the marketing team encompasses all media work, fundraising, membership and events.
2. Assist with the organising and running of promotional and fundraising events and activities including; membership recruitment initiatives, fundraising activities and events, to promote the Trust and its work, in conjunction with other staff and volunteers.
3. Assist with a variety of media work.
4. Assist with the production and distribution of promotional material, including leaflets, posters and display boards working with other staff and volunteers.
5. Update information on the website.
6. Carry out research into fundraising prospects.
7. Assist with fundraising initiatives and activities.
8. Assist with the administration of the Corporate Supporters scheme.
9. Implement health and safety procedures in accordance with the Trust's policy.

## Volunteering

### **ROLE DESCRIPTION: ROLE CONTEXT**

#### **Role title: Volunteer Marketing Assistant**

The post of Volunteer Marketing Assistant involves undertaking a wide range of different tasks with some activities requiring specific written procedures and some background knowledge and understanding. All of the work is done to support the marketing team. The post-holder will be line-managed by the Trust's Marketing and Resource Development Manager.

The post holder will have contact with all other staff and some volunteers, and with a wide range of people in external organisations on both routine and non-routine matters. She/he will need to convey a positive first impression to visitors and telephone callers.

Flexible working hours can be an element of the post, with some evening and weekend working required. There will be some travel within Derbyshire, for which appropriate expenses will be reimbursed.

The post will be based at the Trust offices at East Mill, Belper.

Staff and volunteers are required to work within the policies and procedures of the Trust, to work harmoniously with each other and to provide appropriate assistance and advice to other staff and volunteers when desirable for the effective undertaking of their respective responsibilities, and to undertake other duties appropriate to the post, as determined by their line manager.

Smoking is not allowed in the building in which the Trust office is located, or in the Trust's Education Centre.

## Volunteering

### **Skills / Qualities Required**

#### **Role title: Volunteer Marketing Assistant**

The specifications below are indicated as being essential (E) or desirable (D) for this post:

#### ***Qualifications:***

“A” level or equivalent, no specific subjects (D)  
Full Driving Licence (E)

#### ***Some recent and relevant experience of:***

Office, projects or events administration (E)  
Data entry, information retrieval and report generation using data bases and spreadsheets (E)  
Organising and prioritising a varied workload (E)  
Fundraising, public relations or marketing, ideally in a not-for-profit organisation (D)

#### ***Competencies: Demonstrable ability to:***

Undertake administrative tasks effectively (E)  
Organise events and activities (D)  
Communicate well verbally and in writing (E)  
Produce effective promotional material (leaflets, posters, displays etc) (D)  
Use computers for word processing, spreadsheets (E)

#### ***Personal Qualities:***

Able to work effectively on own initiative and as a member of a team (E)  
Able to organise own workload and work to deadlines (E)  
Personable and sociable (E)  
Accurate and methodological (E)  
Commitment to the work of the Trust (E)

#### **Training**

Basic day to day instruction will be given.

**For other basic information including: expenses and general terms please refer to information pack provided.**

# Derbyshire

Wildlife Trust



**Working** for the  
county's wildlife



*Protecting* wildlife, *Restoring* landscapes, *Inspiring* people

# About Derbyshire Wildlife Trust

The only organisation protecting all wildlife throughout Derbyshire

**Founded in 1962 as the Derbyshire Naturalists' Trust, we have been protecting the county's wildlife and wild places ever since.** We are part of The Wildlife Trusts, a 47-strong partnership of Trusts throughout the UK.

Derbyshire Wildlife Trust is committed to The Wildlife Trusts' strategy of creating Living Landscapes – robust, connected landscapes that address the challenges facing our wildlife and countryside.

**You are never more than 8 miles from one of our 40 nature reserves.**

From wildflower meadows to reclaimed wetland, from woodlands to moorlands, we are dedicated to making Derbyshire a Living Landscape.

## Our vision

Living Landscapes rich in wildlife, valued by everyone.

## Our mission

To protect wildlife, restore biodiversity and to inspire people about nature in Derbyshire.



Priestcliffe Lees  
Picture: Mark Hamblin

## A Living Landscape for Derbyshire

We are working to create a Living Landscape, a network of wildlife-rich habitats with nature reserves and Local Wildlife Sites at their heart.

**Our nature reserves are wildlife oases, places where wildflowers can grow undisturbed, and birds, mammals and insects find food and shelter.** They provide core areas of habitat within the landscape from which wildlife can spread out. They also provide the perfect place to learn about nature and watch wildlife. Most are open for everyone to visit all year round.

### Why not visit...?

**The Wye Valley reserves – Chee Dale, Miller’s Dale, Priestcliffe Lees, Cramside Wood and Deep Dale.**

*These glorious sites contain internationally important habitats including ash woodland and limestone grassland.*

#### **Rose End Meadows near Cromford**

- *Wildflowers flourish in these fields which have never been treated with artificial fertilisers or pesticides.*

#### **Hilton Gravel Pits**

- *15 species of dragonfly and damselfly have been recorded in this location.*

#### **The Avenue Washlands**

- *Part of the former coking works at Wingerworth, once heavily polluted, is now a wildlife haven where you can find yellowhammers, great crested newts and water voles among many others.*



Among the species we are working to protect is the water vole.  
Picture: Shirley Freeman

Local Wildlife Sites are areas identified and selected locally for their nature conservation value. They have the most important, distinctive and threatened species and habitats in Derbyshire. There are 1,160 Local Wildlife Sites in Derbyshire. These include many of our best flower-rich meadows, ancient woodlands, ponds, swamps, fens and mires and provide a home to many of our native plant and animal species including many rare, declining or protected species.

## A Voice for Wildlife

We help protect the interests of wildlife and the environment by:

- Advising landowners on managing their land for wildlife.
- Working with local authorities to assess planning applications for any impact on wildlife.
- Advising planners on alternative habitats at risk from planning development.
- Providing guidance for local authorities on delivering local Biodiversity Action Plans through a series of biodiversity 'greenprints'.
- Supporting national campaigns such as Living Seas
- Working with partners on a variety of projects to safeguard vulnerable habitats and species.





Teaching children to love wildlife

## People and Wildlife

We work with schools, families and communities to encourage everyone to appreciate and protect wildlife.

**We offer a varied environmental education programme in schools, the Wildlife Discovery Room at Carsington Water, The Avenue Washlands, Chesterfield and the Whistlestop Centre in Matlock Bath.** These range from earthwalks to river dipping, creating living willow domes and compost workshops. School groups can also take part in practical work or wildlife focused activities on our nature reserves.



## Get Involved

**Volunteer:** volunteers help in all aspects of our work, from practical conservation tasks to species monitoring and office work. Midweek and weekend volunteer work parties take place on many nature reserves.

**Local Groups:** We have local groups around the county, where members and supporters can share their interest in wildlife and take part in activities. Groups organise talks on various themes through the autumn, winter and spring and during the summer some arrange guided walks or coach trips.

If you are interested in finding out about current volunteering opportunities with the Trust, contact us on 01773 881188.



Discovering our wildlife at a Trust event

## Wildlife Watch

Wildlife Watch is our club for young nature lovers.

There are Watch groups throughout the county where children can meet and have fun learning about wildlife by getting out and about throughout the year. Members receive a full colour quarterly Wildlife Watch magazine and poster, their own membership card and badge, stickers and a Wildlife Watchers handbook.

## Membership

Our members provide crucial support for our work.

As a member you receive regular newsletters and emails keeping you up to date and letting you know of forthcoming events and activities. We also offer gift memberships for special occasions throughout the year. To find out more about joining or ordering a gift membership contact us on **01773 881188** during office hours or visit our website at [www.derbyshirewildlifetrust.org.uk](http://www.derbyshirewildlifetrust.org.uk)

## Get in touch...

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Registered Charity No. 222212



**Mixed Sources**

Product group from well-managed forests and other controlled sources

[www.fsc.org](http://www.fsc.org) Cert no. SGS-COC-004224  
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# Derbyshire Wildlife Trust

East Mill, Bridge Foot, Belper  
Derbyshire DE56 1XH

Email: [enquiries@derbyshirewt.co.uk](mailto:enquiries@derbyshirewt.co.uk)



<b>APPLICATION FORM</b>	<b>Candidate number</b>	<input type="text"/>
<b>Application for the post of</b>		

1. PERSONAL DETAILS	
<b>Surname:</b>	<b>Initials:</b>
<b>Address:</b>	<b>Daytime Phone Number:</b> Contactable on this number? yes <input type="checkbox"/> no <input type="checkbox"/>
<b>Postcode:</b>	<b>Evening Phone Number:</b>
	<b>Mobile Number:</b>
	<b>Email:</b>

2. PRESENT OR MOST RECENT EMPLOYMENT	
<b>Name of Employer:</b>	<b>Post Held:</b>
<b>Address of Employer:</b>	<b>Start Date:</b>
<b>Postcode:</b>	<b>Leaving Date (if applicable):</b>
	<b>Salary: £</b>

*Please give a brief description of your most recent duties and responsibilities*

3. PREVIOUS EMPLOYMENT			
From	To	Employer name and address	Job title, brief outline of key responsibilities, reason for leaving and salary on leaving. <i>If necessary please continue on a separate sheet.</i>

4. EDUCATION AND TRAINING				
<i>Please include relevant specialist in-house training, short courses, degrees etc. If necessary please continue on a separate sheet.</i>				
Organisation	Course with brief description	Qualification	Grade	Date

**5. CRIMINAL RECORD**

**Please give details of any unspent criminal offences in accordance with the Rehabilitation of Offenders Act (Exceptions) Order 1975 and/or (Northern Ireland) 1979.**

**6. OTHER INFORMATION**

Do you have a current driving licence	Yes <input type="checkbox"/> No <input type="checkbox"/>
Please give details of any penalty points incurred	
Do you have use of a car	Yes <input type="checkbox"/> No <input type="checkbox"/>
<i>The above questions are only taken into account if the Job Description states that the post holder is required to drive a Trust vehicle or use their own vehicle in conjunction with the job</i>	
Are you currently eligible for employment in the UK? In order to comply with the Asylum and Immigration Act 1996, any offer of employment will be subject to provision of documentation showing your entitlement to work in this country, e.g. Passport, etc	Yes <input type="checkbox"/> No <input type="checkbox"/>
National Insurance Number	
Earliest date at which you could take up any offer of employment	
Please state how you became aware of this vacancy, giving details of publication if applicable	

**7. REFERENCES**

*Please give below the names and addresses of two people to whom you are well known. One of these should be your line manager in your current or most recent employment. If you have not previously been employed, one of the referees should be an appropriate member of staff of the educational establishment that you last attended. Personal referees are acceptable for the second reference but must not be a relative*

<b>(1) Name:</b>	<b>(2) Name:</b>
<b>Address:</b>	<b>Address:</b>
<b>Postcode:</b>	<b>Postcode:</b>
<b>Position:</b>	<b>Position:</b>
<b>Telephone:</b>	<b>Telephone:</b>
<b>May we contact your referees prior to interview? YES <input type="checkbox"/> NO <input type="checkbox"/></b>	

**8. ADDITIONAL INFORMATION**

*Please describe (continuing on a separate sheet if needed) how your qualifications, knowledge and experience, skills and personal qualities meet the requirements for this post as set out in the person specification. Use appropriate examples from your personal life as well as from paid or voluntary work.*

I confirm that to the best of my knowledge the information given on this form is correct.

**Signature:**

If you submit this application form electronically, without signature, you will still be regarded as confirming that to the best of your knowledge, the information given is correct

**Date:**