



Vacancy pack

Applications from candidates requiring a certificate of sponsorship under the UK points-based immigration system will not be considered if there are suitable candidates who do not require sponsorship. This is because employers need to demonstrate that they are unable to recruit a resident worker, before they can recruit a non-resident worker*.

The resident worker rule does not prevent applicants requiring sponsorship from applying for our vacancies, but such applications should be made on the understanding that they can only be considered subject to the restrictions above.

For further information, please visit the [Home Office UK Border Agency website](#).

*This rule does not apply to those applying for roles that require a bachelor, postgraduate degree or postgraduate certificate in education qualification. It is necessary for the qualification to be an essential requirement for the role and the applicant to prove that they possess such a qualification (or have completed a minimum of 12 months study in the UK towards a UK PhD), which is recognised in the UK.

This pack contains all the information you need to apply, including:

Useful Information

Details on our Diversity Policy statement, how we use CVs, shortlisting and employment checks and UK Identification requirements

Applicant letter

Details on how to apply plus closing date and interview date(s)

Job description

A breakdown of the vacancy, including the purpose of the job, requirements, duties and responsibilities

Person specification

A list of criteria that potential candidates should aim to meet

Department information*

Details of the department advertising the post

Application Form

PDF version

Please print out, complete and return to the address on the Applicant letter

Word version

Applicants are encouraged to complete electronically and return by e-mail

* This information will only be provided if it is relevant to this post

Useful Information

Diversity Policy Statement

The RSPB is part of a global network that incorporates a diversity of traditions and cultures, and which represents different inheritances, backgrounds, influences, perspectives and experiences. A better understanding of people's differences will help us to appreciate and value everyone's contribution, and recognise that we are all an integral and invaluable part of the Society.

Everyone has the right to be treated with consideration and respect. The Society is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual, and an atmosphere where everyone can learn, work and live free from prejudice, discrimination, harassment and violence.

The Society aims to ensure that all staff, volunteers, partners, clients, contractors, members and the general public are treated fairly. Unless it can be shown to be justified, this will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Use of Curriculum Vitae (CVs)

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such we do not accept a CV unless accompanied by a fully completed application.

Shortlisting

The RSPB is an equal opportunities employer and we are committed to ensuring all applications are treated fairly. Applications are sought only from those eligible to work in the UK in the first instance.

All applications are subject to our shortlisting process where we only assess information provided against the Person Specification. If you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills test, presentations etc.

As a charity, we lack the resources to advise all candidates if their application is unsuccessful. If you do not hear from us within four weeks of the closing date, we will have decided not to take your application any further. However, if you are able to supply us with an e-mail address, we will endeavour to advise you if you have not been shortlisted. If this is the case, please do not be discouraged from re-applying as your skills and experience may be just what we need for our next vacancy. We also have a number of volunteering opportunities across the organisation.

Employment Checks

All offers of employment are made subject to the following criteria:

Proof of eligibility to work in the UK, Proof of Residency, Satisfactory Employment Health Check, Two references satisfactory to the Society and where required a Satisfactory Criminal Records Bureau Check.

Dear Applicant

Ecommerce & Loyalty Coordinator –
part time, 28 hours a week, £20,000 - £22,000 pro rata, maternity cover

Thank you for your enquiry regarding our advertised vacancy. An application form is enclosed, together with a job description, person specification and other background information about the RSPB. If you have seen this vacancy advertised on our website, please refer to 'Working for the RSPB' which contains information about our benefits, and terms and conditions. This document can be downloaded if required.

If you require any further information about this post please contact john.hodge@rspb.org.uk

Please can you complete the enclosed application form in blue or black ink. Please refer to the person specification when completing the form. Your completed application form should clearly describe how you meet each of the criteria that have been identified as being necessary for this post as this will form the basis of short listing candidates. If you enclose a CV, it may be referred to for supplementary information, however, please ensure that all the questions asked on the application form are fully answered.

We take all practicable steps to safeguard the safety and welfare of children or vulnerable adults while they are in contact with the RSPB and have a Child Safety and Welfare Policy that supports this. If the post you have applied for involves unsupervised access to children or vulnerable adults further checks will be carried out. We will also confirm your eligibility to work in the UK prior to appointment.

Completed forms should be returned to John Hodge at The Lodge, Sandy, Bedfordshire, SG19 2DL. Please check the postage required on your application as incorrect postage may lead to your application being delayed and missing the closing date. If you require an acknowledgement of receipt of your application, please enclose a stamped, addressed envelope. Alternatively, you can email your application to john.hodge@rspb.org.uk.

The closing date for receipt of completed application forms is **8 November 2013**.

If you are an external candidate, may we take this opportunity to thank you for your interest in employment with the RSPB. As a charity, we try to keep our administrative costs to a minimum and therefore you will only be contacted if we wish to progress your application. If you have not heard from us within four weeks of the closing date, you should assume that your application has been unsuccessful on this occasion. However, if you are able to supply us with an e-mail address, we will endeavour to advise you if you have not been shortlisted.

We look forward to receiving your application in due course.

Mail Order and Ecommerce



Job Description

Job Title: Ecommerce & Loyalty Coordinator (maternity cover)

Dept/Section/Region/Reserve: Trading Team, Marketing Division

Location Of Job: The Lodge, Sandy, Bedfordshire

Post holder reports to: Mail Order and Ecommerce Manager

Overall Purpose Of The Job:

To develop and implement the annual marketing plan for the Loyalty Programme across Mail Order and retail shops.

To develop and manage aspects of Online Marketing for the Ecommerce website, to drive increasing volumes of high quality traffic to the online shop.

Main Duties

Loyalty Programme

- To develop and implement annual marketing plans (direct and in-store) to acquire new Loyalty shoppers and cultivate existing ones, integrating into the Promotions Plan.
- To analyse and report on take up, points usage and other KPI's across all channels.
- To brief and coordinate all print and electronic communications for Mail Order and in-store.
- To confirm all Loyalty promotions are set up correctly in-store and in Mail Order.
- To create enthusiasm for promoting the programme in-store and via Mail Order channels – online, print and by telephone.
- To liaise with data management teams to ensure up to date Loyalty data is available for marketing purposes.

Online Marketing

- To create and implement the annual email plan, including centralised emails and those sent the online shop.
 - To manage the centralized email schedule, altering it as needed during the year.
 - To report on tests, open and click through rates, ROI and other KPI's for each email and the programme as a whole.
 - To test new offers, creative artwork and data selections and implement changes.
 - To improve brand representation and customer experience in email.
- To manage external search marketing, including PPC, natural, Google product feed and other external search opportunities, to drive high quality traffic to the online shop.
 - To monitor and recommend changes to improve the natural search rankings on the online shop. Identify new keywords via PPC.
 - To coordinate the PPC budget and agency, ensuring best value for money.
 - To manage the Googlebase product feed, ensuring RSPB products are found for relevant searches.
 - To research, monitor and recommend usage of new search technologies, to increase traffic online and in-store.
- To coordinate the affiliate marketing programme, communicating offers and promotions as appropriate.
- To research and coordinate other online marketing opportunities as necessary.

Other Duties:

- To work closely with colleagues to promote the Loyalty Programme and online marketing activities as effectively as possible.

- To be aware of latest developments and competitor activity within the area of responsibility and make recommendations appropriately.
- To carry out any other activities to support the RSPB's objectives as required
- To carry out duties in an environmentally friendly manner.
- Infrequent travel outside of normal office hours will be required.

Additional Information

We expect you to carry out your job responsibilities in an environmentally aware manner, ensuring as little damage to the environment as possible. Our aim is to ensure all resources are utilised effectively and efficiently. You will be expected to apply 'sound value for money' principles in undertaking purchasing or supply of goods and services.

In the RSPB volunteers are a major resource and make a vital contribution to the RSPB's aim to take action for the conservation of wild birds and the environment. You will be expected to encourage, develop and support volunteer involvement in our work.



giving
nature
a home

APPLICATION FOR EMPLOYMENT
STRICTLY CONFIDENTIAL

PLEASE REFER TO VACANCY DETAILS FOR RETURN ADDRESS

Job Ref. No.	4221013
Position applied for	
Location	
How did you first learn of this vacancy?	

Identification details
(BLOCK CAPITALS PLEASE)

Surname		Dr/Mr/Mrs/Miss/Ms/Other	
Forenames			
Address			
		Postcode	
Email address			

May we, with discretion, phone you at work? Yes No

Home tel no		Business tel no	
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Do you hold a current, valid driving licence? Yes No
 If yes, what type? Full Provisional
 If yes, do you have any current endorsements? Yes No
 If yes, please give details of any current endorsements.

Qualifications relevant to this application (including technical and/or professional).
Please provide details (*note that these may be verified on appointment*)

Current membership of any professional or technical organisations.
Please provide details (*note that these may be verified on appointment*)

Employment history

Please give details of all jobs held, including part-time and unpaid work, **starting with your current or most recent employer.** Continue on a separate sheet if necessary.

Employer's full name & address	Job title/ Key achievements & areas of responsibility	Length of time in job/ Reasons for leaving/ Final salary in role

Relevant skills/knowledge/experience

You should outline below how your skills/knowledge/experience meet the requirements of the Person Specification. You may draw on past employment and/or out of work activities. Please include details of any scientific papers you have had published. Continue on a separate sheet if necessary.

Why are you interested in applying for this post?

Continue on a separate sheet if necessary.

Length of notice

Declaration

The information on this form will be used for recruitment and selection purposes only and if your application is successful it will form part of your employment record. All unsuccessful applications will be destroyed twelve months after the closing date for positions advertised in Scotland, England and Wales and three years after the closing date for positions advertised in Northern Ireland.

Are you eligible to work in the UK ? Yes No

For Internal applicants only: In the event of my application being successful give my permission for the Personnel Department to approach my line manager for an internal reference.

If it is discovered that you have given any information, which you know to be false, or withhold any relevant information your application may be rejected or any subsequent employment terminated.

I confirm that the information contained in this application form is correct.

Signature

Date