



## Edinburgh Dog and Cat Home Job Description

<b>Job Title:</b>	Marketing Executive
<b>Reporting to</b>	Communications Manager
<b>Responsible for</b>	Communications volunteers and interns
<b>Location:</b>	Edinburgh Dog and Cat Home
<b>Date:</b>	January 2018
<b>Salary:</b>	£25,000 Hours: 37.5 hours per week (including some out of hours and weekends) Permanent

### Duties and responsibilities

## **Animal Welfare**

You will have some contact with animals as part of your role, so you must feel comfortable working with dogs and cats and have an appreciation of the importance of animal welfare.

## **Departmental Relationships**

- Act as a brand champion for the Home internally, ensuring colleagues comply with brand guidelines and key messages in all internal and external communications
- Attend a weekly Kennel Office meeting and work with the operations team to gather animal images and video for use across all marketing channels
- Work collaboratively with the fundraising team to implement marketing strategies, develop marketing materials and manage advertising to support events, campaigns and partnerships
- Working with the retail team to provide marketing support for our charity shops and online retail to increase footfall and income
- Support the Volunteer Coordinator with marketing materials for volunteering opportunities and campaigns

## **Marketing**

- Support and deliver creative 360 degree marketing campaigns from brief to reporting stages
- Responsible for the recording and compiling of animal case studies and forever home stories for use in fundraising and marketing campaigns
- Support the Home's Rehomer communication strategy, to maximise engagement with those who have rehomed from us, gathering good news stories for use on our marketing channels
- Manage relationships with external suppliers including design agencies, printers and fulfillment companies
- Use the Home's project management software, Teamwork, to provide effective project management, with strong time management and campaign planning skills
- Create engaging and interesting content for the Home's Taily Mail newsletter and manage the design, print and distribution to the Home's supporters

- Supply the Digital Communications Officer with content, imagery and copy for the Home's monthly e-newsletter, social media channels and website
- Compilation of the Home's annual report and distribution to the relevant mailing lists
- Oversee the content and design of other supporter and volunteer communications such as newsletters to ensure they are in line with the Home's messaging and brand
- Ongoing support across the organisation of marketing materials including flyers, posters, leaflets and other printed materials
- Sourcing, design and fulfilment of promotional materials such as pens, banners, t-shirts and other items as required
- Responsible for developing, writing, editing and updating copy, planning layout, checking ongoing accuracy and relevance and ensuring consistency in message and tone of content for website and all other products as required, ensuring accurate and timely information
- Coordinate all direct marketing and bulk mailings with the relevant supplier, ensuring copy is on brand and accurate

#### **Supporters and Data**

- Working with the Data Protection Officer, act as data protection champion for the fundraising, retail and communications team sitting on the GDPR working group. Ensure that the organisation is handling data for marketing in accordance with current legislation and best practice
- Oversee the Home's data management plan, ensuring that the handling of data between databases and other sources is compliant with GDPR and best practice is being met at all times
- Working with the fundraising team, lead on the development of the supporter journey, to work towards a supporter-orientated fundraising programme
- Responsible for the creation, development and roll out of a 'rehoming partner' scheme with businesses across Edinburgh and the Lothians.

#### **Other Duties**

- Provide assistance and cover to the Digital Communications Officer for the Home's social media pages and website during busy periods or periods of absence ensuring we maintain a strong online presence

- Provide ad-hoc support to the Communications Manager with press/photo calls, press releases, advertising and other PR and media activities as necessary
- Working with the Volunteer Coordinator recruit, develop and manage volunteers and interns / work placements to support the marketing and communications function
- Occasional attendance at fundraising events to support with social media and photography
- Manage relationships with photography companies and photography volunteers ensuring we get the best imagery for our marketing materials
- Provide monthly reports to the Communications Manager on marketing activity
- Responsible for financial reporting against your allocated budget lines for all marketing activities

## Person Specification

	Essential	Desirable
<b>Education and Training</b>	Relevant qualification in marketing	
<b>Experience</b>	<p>Demonstrable experience of working in a marketing role</p> <p>Experience in managing relationships and negotiating with external suppliers</p> <p>Able to demonstrate a hands-on and proactive approach, with meticulous attention to detail</p> <p>Able to manage the development and production of external communications including story management, information leaflets and press releases.</p> <p>Experience of managing website content and copy</p>	<p>Experience in charity marketing</p> <p>Experience with using, developing and maximising social media platforms and strategies.</p>

	<p>Experience of supporting 360 degree supporter and media campaigns</p> <p>Experience in creating clear design briefs for external agencies and suppliers</p> <p>Fully competent with Microsoft Office Packages</p>	
<b>Skills and Knowledge</b>	<p>Excellent oral and written communication skills</p> <p>Creative and imaginative, confident to pitch new ideas and ways of working</p> <p>Ability to effectively manage own workload whilst supporting multiple departments across an organisation</p> <p>Ability to negotiate and influence others</p> <p>Excellent attention to detail</p> <p>Experience with Creative Cloud, Photoshop, Canva and/or other related products</p>	
<b>Personality</b>	<p>Strong team player, with ability to work well with others across a diverse and busy organisation</p> <p>Confidence in and ability to deal with people at all levels</p> <p>Outgoing and positive character</p> <p>Approachable and open to hearing others ideas and work requirements</p> <p>Well-presented and confident</p>	<p>Interest and passion in welfare of dogs and cats</p>

<b>Other Requirements</b>	Fully computer literate with all Microsoft packages  Willingness to undertake training if required	
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