

Edinburgh Dog and Cat Home

Job Description

Job Title	Marketing and Events Assistant
Reporting to	Marketing and Communications Officer
Location	Edinburgh Dog and Cat Home, 26 Seafield Road East
Salary	£18,000 - £21,000 pa (depending on experience)
Contract	Permanent, Full Time (37.5 hours per week) Monday-Friday, 9am-4.30pm with regular out of hours and weekend work

Summary

Edinburgh Dog and Cat Home has a 134-year history of rescuing, reuniting and rehoming cats and dogs across Edinburgh and the Lothians. The arrival of a new Chief Executive and Senior Management Team has seen the development of a 5-year strategic plan for the Home, with a view to becoming one of the leading animal welfare organisations in Scotland.

This is an exciting time for the Home, as we develop our services we are looking for an exceptional individual to assist with the management of our social media channels and website as well as helping our fundraising team with campaigns and events to generate income for the Home.

An excellent communicator, you will work with all departments across the organisation providing marketing and fundraising support.

Duties and responsibilities

Marketing and Communications

- Responsible for the day-to-day management of the Home's social media channels, including the creation of strong and eye-catching content ensuring consistent brand and messaging and responding to enquiries and messages in a timely manner.
- Responsible for keeping the Home's website up to date with relevant, fresh and interesting content, working across all departments to ensure information is accurate and on brand.
- Work with the Marketing and Communications Officer to deliver an annual communications calendar for the Home promoting all areas across the organisation.
- Research opportunities to promote the Home through third party social media channels, social media campaigns and hashtags as well as national celebrations such as National Dog Day.
- Seek out and highlight opportunities to promote the Home and its work to the Marketing and Communications Officer, identifying potential newsworthy stories.

- Assist the Marketing and Communications Officer with the creation of in-house marketing materials including leaflets, posters and flyers.
- Assist the Marketing and Communications Officer with press events and photo calls ensuring a smooth and efficient process for all parties.
- Attend a variety of events on behalf of the Home to take photographs and video content and update social media.
- Assist the Marketing and Communications Officer with the creation of a quarterly supporter newsletter.
- Liaise with staff, volunteers and third parties to develop content marketing opportunities, ensure smooth cross-departmental collaboration and maximize social media engagement.

Fundraising and Events

- Responsible for the day to day management of the fundraising inbox, ensuring that enquiries are directed to the appropriate team member in a timely manner.
- Responsible for developing support through a network of collection cans throughout Edinburgh and the Lothians, generating income for the Home.
- Responsible for the development of a calendar of annual bucket collections and bag packs at a variety of locations throughout Edinburgh and the Lothians, ensuring suitable volunteer cover and health and safety best practise.
- Assist the fundraising team with the organisation of and attendance at fundraising events, information stands and stalls throughout Edinburgh and the Lothians.
- Assist the fundraising team with administrative support including keeping accurate and up to date information on the Etapestry fundraising database.
- Assist with the counting, preparation and banking of cash donations from events, collection cans, bucket collections, bag packs and other fundraising initiatives.

Other

- Assist the team with the day to day supervision and support of fundraising and communications volunteers.
- Act as an internal brand ambassador for the Home, ensuring our brand principles are upheld.
- Build and maintain excellent internal relationships with staff and volunteers
- Responsible for contributing to the monthly fundraising, retail and communications report on social media stats, analytics and fundraising information relating to collection cans and bucket collections.
- Any other reasonable duties directed by you line manager commensurate with this post.

Person Specification		
	Essential	Desirable
Education and Training	Educated to HND level or equivalent, preferably in a marketing, events or communications related subject	
Experience	<p>Managed social media channels for a business or charity</p> <p>Created and managed website content for a business or charity</p> <p>Organisation and delivery of events with strong attention to detail</p> <p>Creation of in-house marketing materials to a high standard including graphics, posters and flyers</p>	<p>Worked in a fundraising and communications department for a third sector organisation</p> <p>Charity communications</p> <p>Organisation and running of a variety of fundraising events</p> <p>Income growth through collection cans</p> <p>Organisation and management of bucket collections and bag packs</p> <p>Working with or supervising volunteers</p>
Skills and Knowledge	<p>Excellent oral and written communication skills</p> <p>Ability to effectively manage and prioritise own workload</p> <p>Strong organisational skills with excellent attention to detail</p> <p>Excellent administrative skills, fully competent with Microsoft Office packages</p> <p>Good understanding of the digital marketing landscape and ability to keep knowledge up-to-date</p>	<p>Experience with In-design, Photoshop, Canva and/or other related products</p> <p>Experience with Etapestry or other charity CRM databases</p>
Personality	<p>Team player, with ability to work well with others in a small highly effective team</p> <p>Confidence in and ability to deal with people at all levels</p>	<p>Interest and passion in welfare of dogs and cats</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>	
Other Requirements	<p>Willingness to undertake training if required</p>	<p>Full driving licence with access to own car</p>