



Edinburgh Dog and Cat Home

Job Description

Job Title:	Marketing and Campaigns Manager
Reporting to	Director of Development and External Affairs
Responsible for	Marketing and Content Officer, Campaigns and PR Officer
Location:	Negotiable: Office based or Hybrid (Home and Office)
Terms and conditions:	Hours: 21 hours per week - working pattern negotiable Contract: Permanent Salary: £34,000 pro rata

Duties and responsibilities

Animal Welfare

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

Departmental Relationships

- Working with the Director of Development and External Affairs and the Digital Engagement Manager, work on the creation and roll out of a marketing and communications strategy to position the charity as the key animal welfare organisation in Edinburgh, the Lothians and beyond.
- Working with the operations team, lead on operational campaigns to support the Home's outreach, advocacy and rehoming work.
- Work collaboratively with the fundraising team to develop communications support to events, campaigns and partnerships.
- Support the Volunteer Coordinator in the promotion of volunteering opportunities and related marketing materials.
- Attend the Home's communications working group ensuring meetings are kept relevant and productive.

Media and PR

- Manage, implement and deliver a new approach to media relations, developing strong relationships with key stakeholders in local and national media for the strategic benefit of the Home.
- Seek out opportunities to promote the Home and its work, identifying newsworthy stories and activities creating content, press releases and briefings accordingly.
- Research and identify new opportunities and initiatives to be added to the marketing and communications portfolio, advising the senior management team on any risks.
- Working with the Director of Development and External Affairs, oversee the communications crisis management plan and brief senior leadership team on any potentially damaging media stories.

Campaigns and Promotions

- Oversee all operational and outreach campaigns and promotions for the Home, working to place the Home as a leading animal welfare charity in East and Central Scotland
- Take lead on cross organisational advocacy campaigns and coalitions ensuring that the Home is represented in the animal welfare sector and that our voice is heard regarding key issues, placing the Home as a hub of expertise in relation to animal welfare across Scotland.
- Support the Director of Development and External Affairs and leadership team with the response to key government consultations and calls for evidence, attendance at cross party working groups and engagement with politicians in relation to our work.
- Identify other organisations and social issues in which the Home may wish to run partnership campaigns (such as mental health, homelessness etc) and work with communications working group to deliver.
- Ensure full communications support to fundraising campaigns offering expertise and knowledge to maximise engagement and income.
- Work in partnership with the digital communications team to ensure all campaigns are translated and optimised for digital platforms.

Marketing

- Oversee the Home's print marketing projects, supporting the Marketing and Content Officer to deliver annual reports, newsletters and other key publications.
- Oversee the Home's marketing collateral ensuring consistent brand and approach, supporting with the management of external agencies where appropriate.
- Lead on the copywriting for key publications, whilst overseeing and proofing copywriting for day to marketing, outsourcing where appropriate.

Management

- Provide direct line management to the Marketing and Content Officer and PR and Campaigns Officer providing for their ongoing support and development
- Hold regular one to one support meetings with direct reports ensuring to provide direction and feedback and allowing a safe space for new ideas and creativity

- Identify your team's training and support needs and plan and budget accordingly
- Day to day management of the communications departmental budget ensuring that funds are spent wisely and spending is tracked appropriately
- Responsible for financial reporting against your allocated budget lines for all communication activities.

Other Duties

- Building and maintaining excellent relationships with partners, including other charities, agencies, suppliers and supporters of the Home.
- Working with the Volunteer Coordinator recruit, develop and manage a team of volunteers to support the marketing and communications function where appropriate.
- Utilise effective recording systems for information, monitoring and evaluating all communication and marketing activities, providing monthly reports to the Director of Development and External Affairs.

Person Specification

	Essential	Desirable
Education and Training		Relevant qualification in media, journalism or marketing
Experience	<p>Significant demonstrable experience in a related communications or marketing role</p> <p>Experience of dealing with the media pro-actively and re-actively on a wide array of topics</p> <p>Experience managing relationships with key senior-level media/influencers</p>	<p>Experience in animal welfare related communications</p> <p>Experience in public affairs and managing engagement with politicians and key stakeholders</p> <p>Experience in third sector communications</p> <p>Experience with executive communications</p>

	<p>Experience of creating, launching and managing 360 campaigns</p> <p>Able to demonstrate a hands-on and proactive approach, with meticulous attention to detail and a thorough awareness of the big picture at all times.</p> <p>Able to manage the development and production of external communications including story management, information leaflets and press releases.</p> <p>Fully competent with Microsoft Office Packages</p>	Experience in developing and executing communications strategy
Skills and Knowledge	<p>Exceptional oral and written communication skills</p> <p>Line management experience, able to develop and motivate a small team</p> <p>Strong relationship management skills able to hold your own ability to negotiate and influence key stakeholders</p> <p>Excellent attention to detail</p> <p>Ability to identify newsworthy stories and to pitch effectively to the media</p> <p>Strong project management skills able to juggle demanding priorities</p>	
Personality	<p>Team player, with ability to motivate and lead with passion and determination</p> <p>Confidence in and ability to deal with people at all levels</p>	Interest and passion in welfare of dogs and cats

	Professional and positive character Approachable and open to hearing others ideas and work requirements Well-presented and confident	
Other Requirements	Fully computer literate with all Microsoft packages Willingness to undertake training if required Willingness to travel regularly for meetings and conference with occasional overnight stays	Full driving licence