

Raystede Centre for Animal Welfare



Job Description

Job Title:	Marketing, PR & Communications Manager
Responsible to:	Head of Marketing
Location:	Raystede Animal Centre
Hours of work:	37.5 hours per week, Monday to Friday and some weekends
Holidays:	24 days per year plus bank holidays
Probationary period:	6 months
Contract Type:	Permanent
Grade:	E

Background information

Raystede Centre for Animal Welfare, established in 1972, is a charity that aims to give animals a better life through rehoming, rehabilitation and sanctuary, and give people the support and knowledge they need to treat animals with care and respect. We care for more than 400 animals every day, including cats, horses, dogs, rabbits, hens and exotic birds. We help most of the animals find new homes but also provide life-long sanctuary for those animals that cannot be rehomed. Our beautiful 43 acre site is open for visitors to get a unique glimpse into a working animal welfare centre.

Animals are at the heart of everything we do but we could not care for them without our expert and dedicated team of staff and volunteers. Surrounded by animals, lakes, trees and fields with a café, shops, parking and many other benefits, Raystede is an uplifting and rewarding place to work.

The Marketing Team is led by the Head of Marketing and consists of the Marketing, PR & Communications Manager, the Digital Communications Manager and the Marketing Officer. The team is responsible for the marketing and communications for the whole organisation. This includes branding, website, social media, e-marketing, media and PR. The team is also responsible for maintaining and developing the charity's key audiences, messaging, copywriting, proofreading, design, photography and video content.

Main Purpose of the role:

Working with teams across Raystede, this role is responsible for managing and delivering all aspects of the external and internal marketing across the charity, including communications, PR, publications and appeals.

Key Tasks

1. Work with the Head of Marketing to develop and deliver a marketing strategy that will increase fundraising, awareness and support for Raystede.
2. Work with the Digital Communications Manager and Marketing Officer to implement the marketing strategy and ensure that all marketing and communications campaigns and activities are fully integrated across offline, online and digital channels.
3. Act as a point of expertise and support for the marketing function for the rest of the organisation, building relationships across all teams including Animal Welfare, Rehoming, Commercial, Education and Fundraising teams.
4. Work with the Head of Marketing to be the caretaker of the Raystede brand, ensuring guidelines are clear and there is consistency across the charity. Create a clear process for content management and sign off.
5. Work with the Head of Marketing to maintain the good reputation of the charity and the output of any 'crisis' communications.
6. Raise awareness by project managing and delivering engaging and creative content, including production and print of publications eg supporter magazine, DM appeals, newsletters, impact report and leaflets.
7. Be responsible for project managing external communications including advertising, PR and marketing.
8. Develop and maintain relationships with local and regional media, managing press related issues, being the first point of contact for the charity and, when appropriate, the press spokesperson.
9. Work with the CEO and Heads of Fundraising and Marketing to attract new celebrity and influencer contacts, maintain and develop the relationships with them and maximise PR and networking opportunities.
10. Working with the Head of Marketing and senior managers across the charity, project manage integrated multimedia campaigns, including fundraising appeals and events, animal welfare and rehoming campaigns, commercial, visitor and education marketing.
11. Monitor, evaluate and regularly report to SMT and Trustees all media coverage.
12. Attend and represent Raystede at networking and related events to provide marketing support and promote all aspects of the charity's work.

General (to be included in all job descriptions)

- a. At all times ensure and maintain a compassionate, professional and efficient public image for the charity

- b. Participate in supervision, appraisal, and learning and development and take personal responsibility for maintaining the knowledge and skills required for the role
- c. Take responsibility for ensuring own health and safety and that of others who may be affected by your acts and omissions. Report any health and safety risks to your manager.
- d. Work within the policy framework of Raystede Animal Centre and adhere to the terms laid out in the employee handbook

Key Working Relationships

Internal

Managers, Marketing Team colleagues and colleagues and volunteers in other departments, in particular Animal Welfare, Fundraising, Education and Commercial.

Trustees.

External

Supporters, suppliers, local, regional and national media contacts, external suppliers, general public.

Collation and sharing of accurate information.

Ensuring permissions and sign off obtained.

Scope and Accountability

Decision making and limits of authority	<ul style="list-style-type: none"> • Project scheduling and management of marketing campaigns and activities • Responsible for corporate identity and brand sign-off – in conjunction with Head of Marketing - for all external marketing publications and communications • Responsible for some celebrity / VIP relationships and stewardship • Planning and prioritising own work
Financial resources	<ul style="list-style-type: none"> • Responsibility for monitoring budgets and controlling budgets on individual marketing projects • Obtaining quotes • Inputting into annual budget
Material assets	<ul style="list-style-type: none"> • Photography and video equipment
Information and communication resources	<ul style="list-style-type: none"> • Maintain photography and video library • Maintain media consents information and records
People management	<ul style="list-style-type: none"> • Line management of any marketing volunteers
Legal, regulatory and compliance responsibility	<ul style="list-style-type: none"> • Maintain photography and video library and media consents in line with data protection requirements

Person Specification

	Essential	Desirable
Education and Qualifications	<ul style="list-style-type: none"> Educated to A level standard or equivalent 	<ul style="list-style-type: none"> CIM qualification in marketing, PR
Knowledge and Experience	<ul style="list-style-type: none"> Substantial project management experience Experience in marketing, communications, advertising, PR and digital Proven experience and knowledge of traditional and digital media Proven experience of managing content production, social media channels and printed material Experience of monitoring content performance using analytics tools for press, social media and web. Copywriting Line management Developing processes with other departments 	<ul style="list-style-type: none"> Experience in charity marketing
Key Skills and Abilities	<ul style="list-style-type: none"> Can complete their own administration and maintain excellent records and plans Numeracy – can control and monitor budgets Good communication skills (written and oral) Excellent attention to detail, in particular design and copy Ability to manage personal deadlines and prioritise a demanding workload. Ability to make decisions when dealing with conflicting demands. Ability to manage relationships with diplomacy and tact Team player, willing to muck in, and able to work within a diverse team and build good working relationships 	
Personal Attributes	<ul style="list-style-type: none"> Commitment to equality, diversity and inclusion and understanding of how it applies to own role Empathy and interest in animals and their welfare 	<ul style="list-style-type: none"> Pet owner
Other	<ul style="list-style-type: none"> Own vehicle or access to one due to remote nature of the site. 	

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| | <ul style="list-style-type: none">• Willingness to work occasional evenings and weekends to provide marketing cover for events and activities. |
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