



## Edinburgh Dog and Cat Home

### Job Description

<b>Job Title:</b>	<b>Communications Officer (Maternity Cover)</b>
<b>Reporting to</b>	Director of Fundraising and Communications
<b>Responsible for</b>	Potential for line management of a junior role, DOE
<b>Location:</b>	Edinburgh Dog and Cat Home
<b>Date:</b>	June 2018
<b>Salary:</b>	£25,000 - £28,000 DOE Hours: 37.5 hours per week (including some out of hours and weekends) 6 Months +, Full Time

### Summary

Edinburgh Dog and Cat Home has a 135-year history of rescuing, reuniting and rehoming cats and dogs across Edinburgh & the Lothians.



This is an exciting time for the Home, as we develop our services we are looking for an exceptional individual to raise the profile of the Home, ensuring its positive image is maintained and supporting the growth of income generation.

An excellent communicator, you will manage the Home's press and communications activities, providing support across the organisation.

## **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 understanding of the importance of animal welfare.

### **Departmental Relationships**

- Working with the operations team lead on the promotion of the work of the Home including rescuing, reuniting, re-homing and boarding.
- Work collaboratively with the fundraising team to maximise communications support for events, campaigns and partnerships.
- Working with the retail team support the promotion of our charity shops and online retail to increase footfall and income.

### **Communications, Media and PR**

- Offer a proactive approach to the Home's press and communications activities, regularly seeking out new opportunities for external publicity.
- Manage the Home's media relations, ensuring both local and national media for the strategic benefit of the Home.



- Respond to all media requests in timely manner, working closely with members of the Home's Senior Management Team to risk-assess enquiries.
- Seek out media opportunities to promote the Home and its work, identifying newsworthy stories and activities creating content, press releases and briefings accordingly.
- Manage press and VIP visits, liaising with relevant staff to ensure a seamless visitor experience and maximum publicity benefit.
- Manage all external filming requests and partnership film projects.
- Lead on all charity, business and animal welfare award nominations and related publicity.

### **Branding and Messaging**

- Working with the Director of Fundraising and Communications, support the creation of key messages for the Home ensuring these are being updated and refreshed on a regular basis.
- Working with the Marketing Executive, ensure that brand guidelines are being followed in all areas of the Home's external communications.
- Create, develop and refresh the Home's signage, liaising with external design agencies ensuring that designs are on-brand and on-message.
- Act as a brand ambassador to ensure all departments are delivering consistent key messages.

### **Campaigns and Promotions**

- Lead on all operational campaigns and promotions including boarding, microchipping, rehoming, etc



- Manage the implementation of a community mural on the Home's sea-facing wall, liaising with staff, artists, community groups and press and working closely with the Special Gifts Fundraiser to approach funding bodies.
- Lead on cross organisational campaigns such as anti shock collars, puppy farming and licencing, 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.
- Provide responses on behalf of the Home to relevant consultations, consulting closely with members of the Senior Management Team to ensure a strong and consistent voice on animal-welfare.
- Represent the Home at cross-organisational meetings, conferences and forums ensuring to report back key information to the Senior Management Team.
- Build strong working relationships with other Scottish and UK animal welfare organisations and explore opportunities for partnership working in the area of campaigns.

#### **Other Duties**

- Building and maintaining excellent relationships with partners, including other charities, agencies, suppliers and supporters of the Home.
- Utilise effective recording systems for information, monitoring and evaluating all communication and marketing activities, providing monthly reports to the Director of Fundraising & Communications.
- Any other duties deemed commensurate with the role by the Director of Fundraising & Communications.



## PERSON SPECIFICATION

	<b>Essential</b>	<b>Desirable</b>
<b>Education and Training</b>	Relevant Media, Communications or PR qualification or equivalent experience	
<b>Experience</b>	<p>Demonstrable experience in a related communications or marketing role</p> <p>Experience of dealing with the media pro-actively and re-actively</p> <p>Experience managing relationships with key senior-level media/influencers</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>	<p>Experience in animal welfare related communications</p> <p>Experience in third sector communications</p> <p>Experience with executive communications</p>
<b>Skills and Knowledge</b>	Excellent oral and written communication skills	



	<p>Ability to negotiate with 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>	
<b>Personality</b>	<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> <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>	<p>Fully computer literate with all Microsoft packages</p> <p>Willingness to undertake training if required</p> <p>Willingness to travel regularly for meetings and conference with occasional overnight stays.</p>	<p>Full driving licence with access to own car</p>

