

Edinburgh Dog and Cat Home

Job Description

Job Title:	Social Media Assistant (Kickstart Role)
Reporting to	Communications Manager
Responsible for	N/A
Location:	Edinburgh Dog and Cat Home / Home Working
Date:	September 2021

Summary

Edinburgh Dog and Cat Home has a 138-year history of rescuing, reuniting and rehoming cats and dogs across East Scotland, as well as reaching out to our community to keep pets in loving homes. Our team is proud to work at the frontline of animal welfare and be there for dogs and cats, and their owners, during their darkest hours.

Our award-winning communications team is seeking to recruit a Social Media Assistant to support our fundraising and marketing activities across a range of digital channels.

Managed by the Digital Communications Officer, the role will help raise awareness of the Home's work through innovative and trend-orientated content, and provide a positive and engaging experience to our audiences.

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

- Support the Digital Communications Officer and Marketing Executive to create innovative social media strategies for marketing and fundraising campaigns
- Using Facebook Workplace, work with staff across the kennel and cattery teams to gather images and video to promote animals for rehoming, as well as success stories
- Attend weekly kennel meetings to gather content for social media and success stories
- Work with the Rehoming Operations Manager to ensure that the promotion of pets is both timely and strategic to give the best chance to those that need the most help with finding forever homes
- Work with the Business Support team and other cross-departmental colleagues to ensure that all social media enquiries are responded to with correct and up-to-date information and new opportunities communicated to the relevant departments
- Support the Fundraising Team to deliver successful fundraising campaigns with engaging content that is sensitive and appropriate to the subject matter

Social Media

- Responsible for the day-to-day management and monitoring of the Home's social media channels, including Instagram, Facebook, Twitter, LinkedIn and TikTok
- The creation of strong and eye-catching content, ensuring consistent brand and messaging, while being campaign and platform-appropriate
- Use video editing software Filmora or similar to create innovative and engaging video content
- Provide good quality images for the Home's social media channels, using both camera equipment and a phone camera

- Using the Home’s social media management tool, Loomly, schedule the Home’s social media posts, ensuring consistent content delivery across all channels in accordance with campaign timelines
- Keeping up to date with, and capitalizing on social media trends to maximise campaign reach and brand awareness
- Responding to enquiries, posts, reviews, messages and comments in a friendly, professional and timely manner
- Day to day management and monitoring of the Home’s Facebook groups, ensuring regular, relevant content is posted and posts are responded to in a friendly, timely manner
- Occasional attendance at Edinburgh Dog and Cat Home events to support with social media

Digital Marketing

- Use the Home’s website to keep animal profiles up to date

Other Duties

- Provide assistance and cover to the Digital Communications Officer for the Home’s website during busy periods or periods of absence ensuring we maintain a strong online presence
- Act as an internal brand ambassador for the Home, ensuring our brand principles are upheld
- Provide monthly reports to the Communications Manager on marketing activity
- Keep Microsoft Teams up to date with all relevant work on campaigns and activities
- Any other reasonable duties directed by you line manager commensurate with this post

PERSON SPECIFICATION

	Essential	Desirable
Education and Training		Relevant qualification in marketing
Experience	Demonstrable experience of or strong interest in social media	Experience in charity marketing

	<p>channels and how these can be used to grow brand and reach</p> <p>An enthusiastic and hardworking attitude with a proactive approach to a fast paced and varying environment</p> <p>Fully competent with Microsoft Office Packages</p>	<p>Experience with using, developing and maximising social media platforms and strategies.</p> <p>Experience of managing website content and copy</p>
Skills and Knowledge	<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> <p>Experience with video editing software such as iMovie, Adobe Premiere Pro or Filmora.</p>
Personality	<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>

Other Requirements	Willingness to undertake training if required	
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