



Edinburgh Dog and Cat Home

Job Description

Job Title	Digital Communications Officer
Reporting to	Communications Manager
Location	Edinburgh Dog and Cat Home, 26 Seafield Road East
Salary	£25,000
Contract	Permanent, Full Time (35 hours per week) Monday-Friday, 9am-4.30pm with occasional out of hours and weekend work

Summary

Edinburgh Dog and Cat Home has been working with pets and their owners across East Scotland for nearly 140 years. We work hard to keep pets in loving homes, through our outreach and foodbank services, and where this is not possible we find new loving homes, through our rehoming services.

This is an exciting time for the Home, as we develop our brand and services. We are looking for a creative and highly-organised individual to manage our digital and social media channels, ensuring that our fundraising and income-generating services are promoted across Edinburgh, the Lothians and beyond, as well as assisting our outreach and operations teams with their communications requirements.

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

Duties and responsibilities

- Responsible for the day-to-day management, development and monitoring 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, posts, reviews and messages in a friendly, professional and timely manner.



- Work with teams across the organisation and utilise our social media management tool to ensure a smooth scheduling process for all digital promotional material and all campaign deadlines are met.
- Actively engage with customers, donors and key stakeholders and social posts that relate to the work of the Home, animal welfare or local community on social media and maximise awareness and support for the Home. Highlight any potential newsworthy stories to the Communications Manager.
- Day to day management of the Home's sponsored social media paid acquisition strategies, testing and analysing performance and adjusting content accordingly.
- Manage and monitor the Home's Facebook groups, ensuring regular, relevant content is posted and posts are responded to in a friendly, timely manner.
- Manage the Home's website and liaise with third-party agencies and developers to ensure a smooth user experience, up-to-date and optimized (SEO) content, maximum campaign reach and conversions.
- Management of the Home's digital blogs, ensuring regular, relevant content from across the organisation and relevant external guests.
- Oversee the Home's Google Reviews, ensuring to respond in a friendly, timely manner.
- Management of the Home's Google Ads account, ensuring to utilise the Home's Google Grant allocation to maximise visits to our website.
- Creation of digital assets and content to support campaigns and events.
- Use the Home's internal communications tool, Workplace, to ensure that staff have regular updates our digital work and encourage involvement by colleagues and the sharing of content that may be used on our digital channels.
- Oversee the Home's email marketing platform, creating and sending monthly e-newsletters and email campaigns in accordance with scheduled campaigns. Manage supporter email data and consent processes to ensure smooth email marketing administration in line with GDPR.
- Research opportunities to promote the Home through third-party social media channels, social media campaigns and hashtags, as well as national celebrations (eg National Dog Day).
- Work closely with the Marketing Executive and Communications Manager to ensure all digital content is consistent with any non-digital marketing activities.



- Attend a variety of events on behalf of the Home to take photograph and video content as well as updating social media maximizing tools such as Facebook Live and Instagram Stories. Engaging with event attendees to retrieve quotes for further PR activity and ensuring to gain photography permissions for subjects.
- Work closely with the digital fundraising team to maximise engagement with cryptocurrency communities, gamers and other key figures and optimise and deliver digital fundraising campaigns.
- Liaise with staff, volunteers and third parties to develop content marketing opportunities, ensure smooth cross-departmental collaboration and maximise social media engagement.
- Research and engage third-party websites and social media to promote the Home's events and services to maximise digital reach.
- Manage the Home's data asset management tool, Resource Space, and provide access and support to colleagues in line with the Home's photo policies.
- Alongside the Communications Manager, look after the development of the Home's mobile rehoming app.
- Manage all text communications and text message campaigns.
- Keep your finger on the pulse of current and upcoming digital trends and platforms, making recommendations for new digital marketing opportunities to the Communications Manager.
- Work with the Home's kennel and cattery team on site on a weekly basis to capture images and video footage of animals in the Home's care to build content for current and future marketing.
- Work closely with fundraising, outreach, operations, volunteering, HR and business support colleagues to provide digital marketing support and advice across all of these functions.
- Manage agency relationships across all digital functions, ensuring the timely delivery of requirements to support their work.

Other

- Assist the Communications Manager with press events and photo calls ensuring a smooth and efficient process for all parties.



- Alongside the Marketing Executive, responsible for the media inbox, ensuring that enquiries are directed to the appropriate team member in a timely manner.
- Recruit, train and manage digital marketing volunteers, placements and internships to support the digital marketing function.
- 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.
- Contribute to the monthly fundraising and communications report with digital marketing results for all campaigns.
- Deputise, alongside the Marketing Executive, for the Communications Manager with regard to media enquiries during periods of absence.
- Any other reasonable duties directed by you line manager commensurate with this post.

Person Specification

	Essential	Desirable
Education and Training	Qualification in a relevant study and/or demonstrable experience in a similar role	Experience or training in third sector communications
Experience	<p>Managed multiple, busy social media channels for a business or charity</p> <p>Experience of managing and optimising Facebook advertising</p> <p>Strong CMS experience, creating and managing website pages and content for a business or charity</p> <p>Experience of SEO</p>	<p>Worked in a digital marketing role for a third sector organisation</p> <p>Charity communications</p> <p>Animal welfare communications</p> <p>Working with or managing volunteers</p>



	<p>Experience of supporting events and campaigns through social media</p> <p>Creation of in-house digital marketing assets using tools like Photoshop, Indesign or Canva</p> <p>Strong track record of creating strong visual and written content with good story telling skills</p> <p>Experience of email marketing platforms, preferably Mailchimp</p> <p>Experience of managing a Google Ads account and maximising reach</p>	
<p>Skills and Knowledge</p>	<p>Excellent oral and written communication skills</p> <p>Thorough understanding of digital marketing principles and how the digital space lends itself to fundraising and charity communications</p> <p>Strong knowledge of Facebook, Instagram, LinkedIn, Twitter and Tik Tok with a creative approach to maximising engagement through these channels</p> <p>Understanding of web behaviours, technologies and languages including email design, web design, mobile, HTML</p> <p>Understanding of paid advertising, search and display campaigns and analytics</p>	<p>Experience with Beacon or other charity CRM databases</p> <p>Video editing skills</p>



	<p>Photo/image editing</p> <p>Basic design skills and ability to create more complicated design briefs for external agencies/consultants</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>Strong social skills with the ability to communicate, influence and build strong relationships across all departments</p> <p>Good understanding of the digital marketing landscape and ability to keep knowledge up-to-date</p> <p>An ongoing awareness of current social media and digital marketing trends</p>	
<p>Personality</p>	<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 and influence people at all levels</p>	<p>Interest and passion for welfare of dogs and cats</p>



	<p>Professional manner ensuring to represent the Home's values internally and externally</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>	