

LOVE WITHOUT LIMITS



Edinburgh

**Dog
&
Cat**

Home

Marketing and Communications Manager
Full Time, 8 months Fixed Term (Maternity cover)
Application Pack





WHO WE ARE

Here at Edinburgh Dog and Cat Home, we strive to make sure that every pet has the loving home it deserves, and we get our claws into our cause.

OUR MISSION

When a pet is part of the family and already has a loving home, we want to keep them there whenever possible. But sometimes, caring for dogs and cats means coming to the Home and finding a new loving family is best for them.

We're here to help pet owners, for when circumstances have changed through our Pet Foodbanks, by offering training or through raising awareness of issues for pets to deliver lasting change. Our priority is to help keep families together and be there when people and animals are in need.

We're a small but dedicated team united by our unconditional love of animals and our dedication towards their care, whatever it takes!



ROLE DESCRIPTION

PURPOSE OF THE ROLE

To oversee and deliver the charity's marketing and communications activity across brand, digital engagement, campaigns and supporter communications, while leading and developing the team to maximise awareness, engagement and income opportunities.

KEY RESPONSIBILITIES

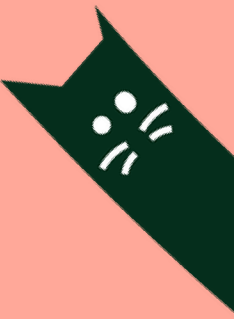


ANIMAL WELFARE

- You will have occasional contact with animals and pet owners who use our services as part of your role, so you must feel comfortable working with dogs and cats and have an understanding of and empathy for animal welfare and tackling pet poverty

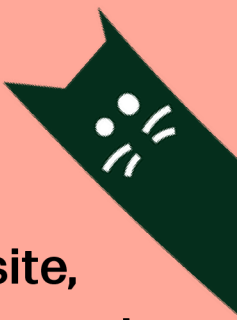
DEPARTMENTAL RELATIONSHIPS

- Work alongside the Executive Team and the CEO to advise on all matters of Marketing and Communications to better position the charity as an expert in animal welfare for Edinburgh and Beyond.
- Collaborate with all departments to ensure their communication is reflected in planning for marketing and to help achieve their goals in reach and engagement.
- Work collaboratively with the fundraising team to provide guidance and marketing and communications support to all fundraising activities including events, appeals, campaigns, and partnerships.
- Work closely with the PR agency, Muckle Media, to enact the PR annual plan ensuring timely content and consent is gathered.
- Work with the Volunteer Manager and the Community Engagement Coordinator to coordinate engagement activities throughout the calendar year and ensure adequate material is provided for these events.
- Maintain strong relationships across the organisation to ensure staff buy-in to the marketing and communications function.
- Support the management of reputational communications and sensitive messaging where required, working alongside the Executive Team and external agencies.



MARKETING AND COMMUNICATIONS

- **Execute the marketing and communications strategy to position the Home as experts in animal welfare for Edinburgh and beyond.**
- **Collaborate across departments and use internal communication tools to champion and engage staff on marketing and communication work.**
- **Act as brand custodian and oversee all copywriting and content development, ensuring brand and tone of voice is correctly utilised across any external communication.**
- **Support all colleagues alongside the Marketing and Communications Team with brand and tone of voice application to ensure all are empowered on brand utilisation and guidelines.**
- **Provide marketing and communications guidance to fundraising and all departments to maximise income generation and awareness.**
- **Action Marketing and Communication activities in line with Strategic Implementation Plan ensuring the objectives of the Home are achieved effectively and within discussed timeframes.**

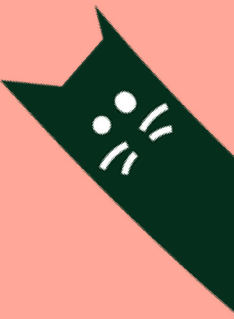


WEBSITE

- Responsible for the oversight, development, and maintenance of the Home's website, liaising with the Home's website agency, Coorie Dug, to exploit existing functionality and deliver new functionality when appropriate to maintain site standards.
- Oversee the creation of effective web content ensuring that consistent branding and tone is maintained, and search engine optimisation is prioritised.
- Oversee the development and maintenance of the Home's micro site 'Education Hub' ensuring phased content is released, on brand and maintaining a high standard of positioning the Home as expert in animal welfare.

SOCIAL MEDIA

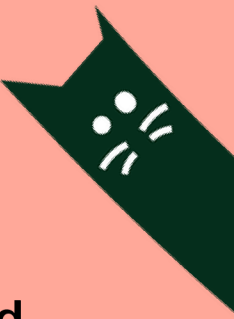
- Guide and assist the Digital Communications Officer in social media, ensuring the Home's overall strategy and the Marketing and Communications strategy is reflected throughout social communication.
- Assist the Digital Communications Officer to ensure the Home's social media is consistent, and on brand while maximising opportunities, and storytelling with strong calls to action.



DIGITAL ENGAGEMENT SYSTEMS

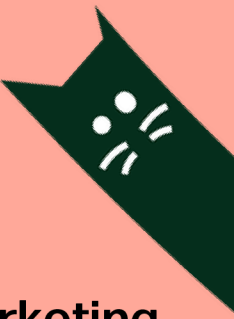
- **Lead on the development and implementation of all digital engagement platforms and systems (internal and external) across the Home, collaborating with departmental colleagues as appropriate.**
- **Collaborate with the Supporter Engagement Manager, Marketing Officer and the Database and Insights Officer on the digital user journey across all engagement platforms to provide a smooth, user-friendly experience that maximises engagement and support.**
- **Oversee the Home's digital asset management system, supporting colleagues to utilise the system properly and ensuring consents and usage is in line with GDPR and best practice.**

BRAND AND MESSAGING



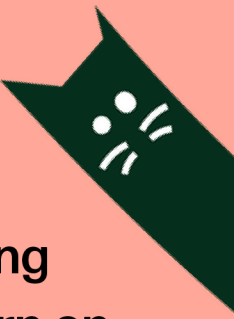
- **Creation of key messages for the Home ensuring that these are being updated and refreshed on a regular basis.**
- **Continue to roll out internal and external brand guidelines.**
- **Act as a brand ambassador to ensure all departments are delivering consistent key messages and upholding the Home's brand guidelines.**
- **Collaborate with the Marketing Officer and the Digital Communications Officer to ensure there is a flow of impactful storytelling with clear registered consent that is catalogued correctly and effectively for use.**
- **Creation of actionable statistics that showcase the impact of the Home as experts in animal welfare with a focus on the deliverables of the Home to achieve the aims in our strategy.**
- **Champion accessible and inclusive communications across all channels, ensuring content aligns with best practice and reaches diverse audiences effectively.**
- **Lead on insight-driven communications approaches, ensuring messaging, storytelling and supporter journeys are informed by audience understanding and performance data.**

CAMPAIGNS AND PROMOTIONS

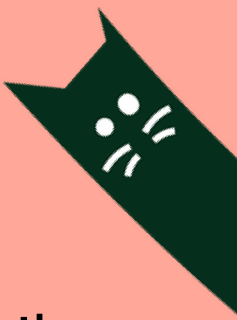


- Action the Home's own awareness and engagement campaigns in line with our marketing and communication strategy, ensuring Executive and Fundraising Teams are aware of KPIs, goals and opportunities delivered from these campaigns.
- Take lead on cross-organisational campaigns, ensuring that the Home is 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.
- Represent the Home at cross organisational meetings, conferences and forums ensuring to report back key information to the Executive Team.
- Build strong working relationships with other Scottish and UK animal welfare organisations and explore opportunities for partnership working through campaigns.
- Identify other organisations and social issues in which the Home may wish to run partnership campaigns (such as poverty, homelessness etc.) and work with communications working groups to deliver.
- Ensure full communications support to fundraising, operations and volunteering campaigns offering expertise and knowledge to maximise support.

ADMINISTRATION

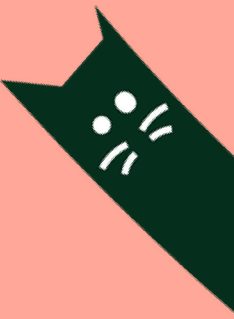


- **Monitor, evaluate and report on marketing and communications performance, using insight and analytics to identify opportunities for improvement and maximise return on investment.**
- **Ensure CRM, Teams, Monday.com and other key administration and project management programme are used by the marketing and communications team according to best practices to ensure key data and projects are recorded in an accurate and timely manner.**
- **Ensure that all marketing and communications activities fall within current GDPR legislation and sector best practice guidance.**
- **Oversee the team's departmental budget ensuring all activities achieve a good return on investment and are delivered within budget and achieve targets.**
- **Provide reports on specific campaigns or activities to the departmental team it concerns.**
- **Ensure all board reporting is completed in a timely manner, and key actions of the Marketing and Communications Team are effectively communicated and showcased for the sub-groups of the board committee.**
- **Ensure that the Strategic Implementation Plan reporting and general Marketing and Communication Pillar KPIs are effectively reported within requested timeframes to the Executive Team.**



MANAGEMENT

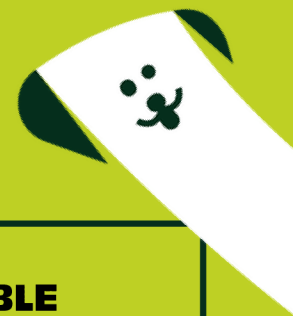
- **Weekly meet with the Marketing and Communications Team to plan the department's workload accordingly utilising our project management tool, Monday.com and ensure all departments adhere to the Marketing and Communications Standard Operating Procedures to ensure prioritisation and a manageable workload.**
- **Support the continued development and embedding of new systems, processes, brand direction and ways of working across the organisation.**
- **Provide line management, guidance, support and direction to marketing and communications staff, all departments and volunteers, ensuring all marketing and communications activities run professionally and meet agreed KPIs.**
- **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 learning, development, and support needs, and plan and budget accordingly.**
- **Utilise effective recording systems for information, monitoring and evaluating all marketing and communications activities.**



OTHER DUTIES

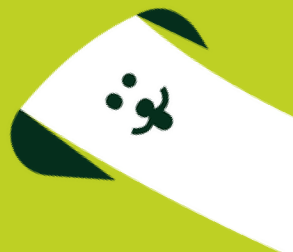
- **Building and maintaining excellent relationships with partners, agencies, charities, and suppliers of the Home.**
- **As a key member of the Home's Information Governance Working Group, oversee and champion GDPR and best practice on effective communication for the Home.**
- **Keep abreast of current sector specific legislation and best practice, sharing knowledge with colleagues as appropriate.**
- **Keep track of competitor activity and current trends in the communications sector to develop new marketing and communications ideas for the Home.**

PERSON SPECIFICATION



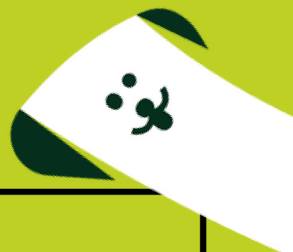
	ESSENTIAL	DESIRABLE
EDUCATION	<ul style="list-style-type: none">Marketing or communications qualification or equivalent experience	Experience working with Beacon CRM
EXPERIENCE	<p>Significant demonstrable experience in a related communications or marketing role</p> <p>Line management experience</p> <p>Experience in executing a marketing and communications strategy</p> <p>Able to demonstrate a hands-on and proactive approach, with attention to detail and a thorough awareness of the big picture at all times</p> <p>Strong demonstrable experience of achieving high stakeholder engagement through social media and digital engagement platforms</p> <p>Experience and understanding of SEO</p>	<p>Experience in animal welfare related communications / marketing.</p> <p>Experience managing a large website.</p> <p>Experience in the maximisation of Google Grants.</p> <p>Experience in PR and Public Affairs.</p> <p>Experience with Monday.com</p>

PERSON SPECIFICATION



	ESSENTIAL	DESIRABLE
SKILLS AND KNOWLEDGE	<p>Exceptional oral and written communication skills</p> <p>Strong all-round marketing and communications management skills and knowledge</p> <p>Strong relationship management skills</p> <p>Strong project management skills able to categorise demanding priorities</p> <p>Able to develop, guide and empower a small team</p> <p>Exceptional knowledge of digital communications and digital engagement platforms</p>	<p>Experience with CRM systems</p> <p>Ability to negotiate and influence key stakeholders</p>

PERSON SPECIFICATION



	ESSENTIAL	DESIRABLE
PERSONAL ATTRIBUTES	<ul style="list-style-type: none">• Team player, with ability to motivate and lead with passion and determination• Confidence in and ability to deal with people at all levels• Always looking for new opportunities• Outgoing and positive• Approachable and open to hearing others' ideas and work requirements	Interest and passion in the welfare of dogs and cats.
OTHER REQUIREMENTS	<ul style="list-style-type: none">• Fully computer literate with all Microsoft packages• Experienced in using Canva• Willingness to undertake training if required• Willingness to travel for meetings and conferences with occasional overnight stays	Full driving license with access to own car.

Role Marketing and Communications Manager
Reporting to: CEO

Location: Hybrid - in person meetings and supporter events where required.

With an expectation of a minimum of 1 day per week working on site at Edinburgh Dog and Cat Home and home working for the remainder of the week.

Starting Salary: FTE £37,500

Fixed Term- 8 months- 35 hours per week (including some out-of-hours and weekends)

Staff Benefits:

- Enhanced holiday + bank holidays, increasing with length of service
- Generous pension scheme
- Life Insurance
- Enhanced parental leave
- Employee Assistant Programme
- Staff wellbeing programme
- Winter flu vaccinations
- Uniform allowance
- Social team events
- Discounted pet insurance
- Charity worker discounts

+Many more

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HOW TO APPLY

Submit your CV and a covering letter to recruitment@edch.org.uk by Thursday 28th May 2026 at midday.

Interviews will likely be held on Thursday 4th or Tuesday 9th June.