

## **Job Description & Person Specification**

**Job Title: Digital Marketing and Brand Communications Manager**

**Reports to: Director**

**Direct Reports: None**

**Location: Remote**

**Contract: Permanent, Full Time, 37.5 hours**

**Salary: £27,000 to £30,000 per annum**

Freedom for Animals is seeking an experienced Digital Marketing and Brand Communications Manager to work with the Campaigns and Fundraising functions to develop and grow our digital channels. The successful candidate will be a passionate and creative individual with excellent knowledge of creating and disseminating key messages about our work to a range of audiences as well as strong brand skills to communicate the brand values of the organisation across all marketing activity.

### **Purpose of Role:**

To work with the Director, other staff and the Board of Trustees to develop and deliver an effective digital marketing and branded communications strategy to ensure Freedom for Animals is able to deliver its campaign objectives and build its brand and ensure brand loyalty.

### **Key Responsibilities**

- To ensure all material adheres to the brand values, identity and marketing strategy, aligning this with the strategic plan for the organisation
- Plan, develop and schedule creative and innovative social media content to reach Freedom for Animals' key audiences across a range of social media platforms including Facebook, Twitter, Instagram and TikTok
- Work with Fundraising Manager and Campaigns Manager to produce high quality content for website, e-newsletters, e-zines including key messages and high quality infographics
- Monitor and analyse Freedom for Animals social media platforms and create a set of metrics to measure social media success
- Maximise Search Engine Optimisation to ensure our key messages reach as wide an audience as possible
- Oversee brand compliance, ensuring all staff adhere to brand guidelines

- Develop a branded marketing plan with Fundraising with oversight on Campaigns activity looking for opportunities for promoting the organisation and its fundraising
- Be responsible for the design and production of all FFA printed materials, ensuring they create brand engagement, are compelling to read, working alongside Fundraising, Campaigns and other key staff
- Develop, manage and deliver the Charity's digital strategy, aligning this with key brand values and ensuring FFA has a strong branded presence on all digital media channels
- Lead on website management, supported by Fundraising and Campaigns, ensuring all content is up to date and accurate across the FFA websites (Main, SEA LIES and mobile zoos)
- Lead on content production such as blogs and web articles, supported by Campaign staff and volunteers
- Develop key stories to be used across channels that communicate the brand values, aims and objectives of the Charity
- Work with Fundraising Manager and Campaigns Manager on the delivery of a monthly e-news update
- Work with Fundraising Manager and Campaigns Manager on the delivery of Release, Freedom for Animals' biannual Newsletter
- Work with Fundraising to develop and promote a range of branded promotional materials and merchandise
- With the Campaigns Manager, contribute to maintaining the media contacts database and an archive of press releases (online/offline)
- Ensure that Freedom for Animals has a strong branded presence at relevant events to promote campaign and fundraising initiatives
- Represent Freedom for Animals and promote our campaigns and fundraising where appropriate
- Ensure Freedom for Animals always complies with Marketing best practice and any relevant legislation

### **Data Management**

- Work with other staff to ensure that data is kept in line with current legislation GDPR/Data Protection and that details are promptly updated when required

### **Finance**

- Work within allocated budget

### **Strategic Planning**

- Contribute to Operational and Strategic Plans alongside the Director and other team members, in consultation with the Board of Trustees
- Attend planning meetings and other meetings as required with the Board of Trustees
- Monitor and report on progress against relevant Operational and Strategic Plans

### **Human Resources**

- Manage volunteers as required
- Co-ordinate and chair staff/volunteer meetings as required

## **Other**

- Work within the policy framework of Freedom for Animals and adhere to the terms laid out in the employee handbook.

This task list is not exhaustive and the post holder will be expected to carry out any activity that is commensurate with the role of Digital Marketing & Branded Communications Manager within a small charitable organisation.

## **Person Specification**

### **Essential**

- Supportive of Freedom for Animals ethos, mission, vision and charitable objectives
- Broad experience of brand and delivering branding strategy and its application across all activity
- Excellent knowledge of social media channels and how to use them effectively
- Excellent communication and interpersonal skills
- Excellent editorial and copywriting skills
- Good understanding of Search Engine Optimisation
- Team player with strong interpersonal skills and a proven ability to build effective relationships with colleagues, volunteers, supporters and external stakeholders
- Ability to take the initiative and bring new, innovative and creative ideas to the table
- Ability to multi-task, manage time and manage changing priorities effectively
- Ability to travel as required, work flexible hours, including some weekend and evening work
- Ability to plan workload but also to react quickly to emerging issues when required

### **Desirable**

- Degree or vocational qualification in Digital Marketing / Communications
- Knowledge of animal protection issues relating to animals in captivity including zoos, mobile zoos, aquariums, bird of prey centres, circuses, exotic pet trade and the use of animals in television, film and other media
- Experience of working with a grassroots supporter base

**Freedom for Animals is committed to being an equal opportunities employer and is committed to creating a diverse, equal and inclusive working environment.**