



Marketing and Communications - Digital

Job Title:	Marketing Automation Officer
Reporting to:	Marketing Automation Manager
Dogs Trust Grade:	E
Location:	London office with hybrid working

Job Purpose

To deliver effective and compliant marketing automation activity across digital channels, supporting organisational objectives through campaign planning, technical execution, and performance analysis. This role combines the technical and business-facing aspects of e-marketing, ensuring a joined-up and data-driven approach to digital communications and engagement. The role requires adaptability and a proactive approach to evolving digital marketing needs.

Overview of the Department/Team

Dogs Trust is the UK's largest dog welfare charity, with a network of over 20 rehoming centres in the UK and fostering schemes. Dogs Trust believes every dog deserves to live life to the full. The Marketing and Communications team plays a critical role in building the Dogs Trust brand and driving engagement with the Dogs Trust mission.

The Digital Team is responsible for developing and maintaining Dogs Trust's digital presence, including its website and other online platforms and services. Within the Digital Team, the Digital Marketing Team is responsible for developing and executing innovative digital marketing strategies across paid social, paid search, and Salesforce Marketing Cloud (SFMC), using a data-driven approach to ensure that every campaign is optimised for maximum impact and contributes to the achievement of key business objectives.

Key areas of accountability

Campaign planning and execution, including:

- Plan, schedule, and coordinate e-marketing campaigns across email and related digital channels, ensuring alignment with organisational objectives and audience segmentation,
- Liaise with internal stakeholders to gather requirements, develop campaign briefs, and agree timelines,
- Support the development of annual and ad hoc e-marketing plans, ensuring integration with wider marketing and communications activity,
- Maintain campaign calendars and ensure timely delivery of all activity.

Technical build and delivery, including:

- Build, test, and dispatch email campaigns using the organisation's e-marketing platforms, ensuring accuracy, accessibility, and brand consistency,
- Implement personalisation, dynamic content, and segmentation to maximise engagement,

<ul style="list-style-type: none"> • Set up and manage campaign automations, triggered sends, and nurture journeys as required, • Troubleshoot technical issues related to campaign delivery, liaising with IT or external support as necessary.
<p>Performance monitoring and reporting, including:</p> <ul style="list-style-type: none"> • Implement and manage tracking codes, UTM parameters, and campaign tags to enable robust performance monitoring, • Working with the Performance Analyst, monitor and analyse campaign performance using analytics dashboards, producing regular and ad hoc reports with actionable insights, • Working with the Performance Analyst, interpret data to inform recommendations for ongoing optimisation of e-marketing activity, • Maintain accurate records of campaign activity, audience lists, and outcomes for reporting and audit purposes.
<p>Audience and list management, including:</p> <ul style="list-style-type: none"> • Manage and maintain email distribution lists, ensuring data quality, compliance, and effective segmentation, • Support the ongoing development of audience segmentation strategies to improve targeting and engagement, • Work with CRM and data teams to ensure integration and synchronisation of contact data where required.
<p>Stakeholder engagement and support, including:</p> <ul style="list-style-type: none"> • Work closely with colleagues across marketing, communications, digital, and other teams to coordinate campaign activity and share best practice, • Provide advice and guidance to colleagues on e-marketing tools, processes, and compliance, • Act as a key point of contact for campaign stakeholders, managing expectations and providing updates on performance.
<p>Platform and supplier management, including:</p> <ul style="list-style-type: none"> • Liaise with external suppliers, agencies, and platform providers to resolve issues, implement updates, and optimise functionality, • Support procurement and review of e-marketing tools and services as required.
<p>Compliance and best practice, including:</p> <ul style="list-style-type: none"> • Ensure all e-marketing activity is compliant with GDPR, PECR, accessibility standards, and organisational policies, • Maintain up-to-date knowledge of e-marketing best practice, legal requirements, and emerging trends, • Proactively identify and implement improvements to processes, templates, and workflows, • Support the development and maintenance of e-marketing policies, procedures, and documentation.
<p>Contributing to £3.5M+ of online income by ensuring all marketing activities are geared at generating as high an ROI as possible, whether that through paid ads or e-marketing.</p>
<p>Any other reasonable duties.</p>

<p>Person Specification</p>
<p><i>Essential skills, qualifications, experience, and attributes</i></p>
<p>Substantial experience in e-marketing, with both technical and campaign delivery responsibilities.</p>
<p>Experience in translating organisational requirements into effective marketing campaigns, with a focus on achieving measurable results.</p>
<p>In-depth knowledge of email marketing platforms, campaign automation, and audience segmentation.</p>
<p>Proficiency in SQL to support SFMC selections, integrations and customisations.</p>
<p>Strong analytical skills, with experience using analytics platforms to monitor and report on campaign performance.</p>
<p>Excellent organisational skills, with the ability to manage multiple campaigns and priorities.</p>

Strong communication and stakeholder engagement skills.
Experience of working with Adobe Photoshop or other similar graphic packages.
Proven ability to troubleshoot technical issues and work with suppliers to resolve them.
Commitment to continuous learning and professional development.
Up-to-date knowledge of GDPR, PECR, accessibility, and digital compliance requirements.
Strong attention to detail and a good eye for copy, layout, and user experience, with the confidence to make constructive recommendations
Experience working collaboratively in a cross-functional environment.
<i>Desirable skills, qualifications, experience, and attributes</i>
Experience working with nonprofits or charity sector performance or e-marketing.
Experience working with other marketing automation platforms or CRM systems.
Salesforce Marketing Cloud certifications (e.g., Marketing Cloud Email Specialist, Marketing Cloud Consultant).
Knowledge of HTML, CSS, AMPScript, and JavaScript.
Experience of producing content within accessibility and EEDI best practice guidelines.

Our values and behaviours
The culture at Dogs Trust is based on our values and behaviours which underpin everything that we do.
We dream big
Thinking boldly – We channel our passion and commitment to be open to new ideas and possibilities, and to be brave enough to generate and try out new ways of working.
Embracing change – We have the courage, imagination and flexibility to focus on what really matters and adapt as needed to turn our dreams into reality.
We're on the ball
Staying curious – We pay attention to what's going on around us and remain open-minded. We learn from others and consider different angles and perspectives.
Focusing on impact – We are passionate about the difference we make. We use our knowledge and experience to plan our work, solve problems effectively and achieve what we set out to do.
We make things happen
Being proactive – We have a positive, can-do attitude. We actively build strong relationships with others to solve problems and create opportunities.
Working together – We are collaborative and inclusive. We create relationships based on kindness, trust and respect to bring out the best in ourselves and others.

Additional information
Roles based at our London office operate a smarter working model, which includes working from the London office and from home, depending on the task.
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