



**BATTERSEA**

HERE FOR EVERY DOG AND CAT

# RECRUITMENT PACK



## THE CONTENT MARKETING MANAGER ROLE

Battersea is an ambitious and exciting place to work. Our brand is playful, dynamic, expert and flexible and Battersea's Brand team proudly fosters this through best-in-class content, propositions, copy, and design.

As our strategically-driven Content Marketing Manager, you'll bring the Battersea brand to life by overseeing successful delivery against our new content framework, supporting the team in effective implementation and measurement. You'll also be looking at opportunities for ongoing strategic development.

You'll be supporting a dynamic Content team, giving guidance, coaching and fostering a culture of creativity and strategic direction, so they can deliver storytelling content that inspires connection to our cause and engagement with our brand.

You'll be adept at using data and insight to bring our work to life for different audiences; have experience and understanding of the principles of content design and structured content across written and visual outputs, be brimming with creative ideas, and of course, be passionate about dogs and cats.

Collaboration is key at Battersea and within this role you'll work closely with senior stakeholders across the Brand team and across the Marketing and Communications department and wider organisation. Strong communication, interpersonal and consultative skills, and the proven ability to build relationships are vital to aid the smooth delivery of strategic projects and the framework.

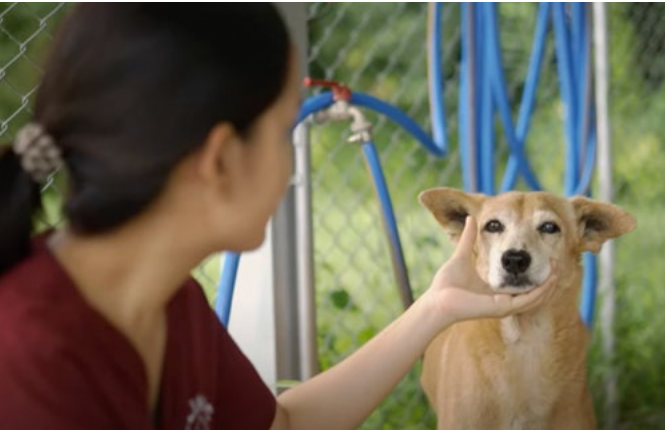


## THE IDEAL CANDIDATE WILL...

- Be experienced and confident in overseeing strategic and creative delivery against a content strategy framework, developing and evaluating content that is audience driven, purposeful and aligns with Brand, Marketing and organisational objectives.
- Be a true collaborator; confident building relationships at all levels including high-level stakeholders across Digital (Digital Product, Performance Marketing and Digital Engagement) and Comms teams. Encouraging collaboration and establishing credibility and buy-in through effective communication and persuasion.
- Be able to apply in-depth knowledge of content strategy, content design principles, content marketing and technologies, upskilling and guiding others in the process.
- Leverage insights, metrics, and research to steer the direction of content outputs that boost the awareness, engagement, and income-generating capacity of Battersea.

- Have significant experience of team leadership; motivating, managing, and developing staff, including setting clearly defined objectives, and managing performance.
- Have strong prioritisation skills to support the team's delivery of high-quality work. Able to multi-task under pressure and bring people with you on key decisions.
- Be happy working as part of a team that works cross-discipline to deliver the majority of Battersea's creative output.
- Be able to maintain a clear and consistent brand voice.
- Be used to working across a wide range of strategic and creative projects while juggling conflicting priorities.
- Be able to promote an understanding of, and a commitment to, the vision, mission, and values of Battersea.
- Be a dog and cat lover!

## THE ROLE AT A GLANCE



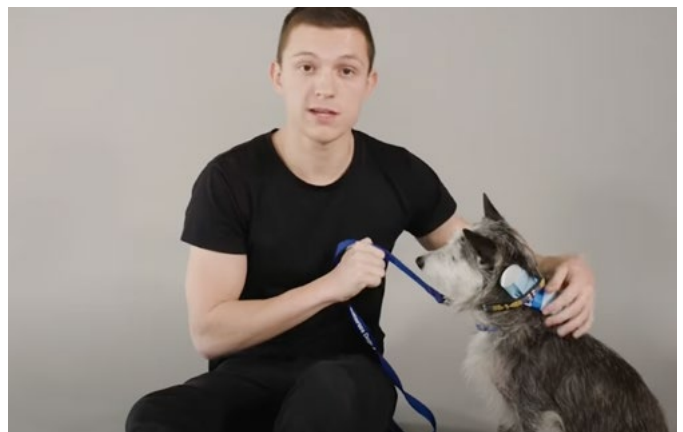
- Using research and insight to create bolder and better content that aligns to strategic priorities



- Purposeful and persuasive content to support campaigns



- Communicating unique stories around our expertise and care that helps drive audience connection and support for our cause



- Creating content of memorable moments that showcase our work

# Content Marketing Manager (BDCH6104) - Battersea London

Battersea is here for every dog and cat and has been since 1860. We are a leading animal welfare charity and over the last 160 years we've grown from one home in London to three rescuing and rehoming centres across the South East. With c600 staff and 1000 volunteers, we have cared for over three million vulnerable animals. We also campaign tirelessly to make things better for dogs and cats, sharing our expertise and educating the public and policymakers about responsible pet ownership. Join us and make a difference for every dog and cat.

Please read the information below thoroughly before starting your application.

## Your Application

Your supporting statement is a very important part of your application. We cannot make any assumptions about your knowledge, skills and experience so the information that you provide in your supporting statement is vital for us to decide whether to shortlist you for an interview.

Please demonstrate how you meet the criteria and our values listed in the person specification, detailing your experience, skills, achievements and/or abilities that are relevant for the role that you are applying for. You should use specific examples. Please do not generalise e.g. "I usually...", or waste your word limit by telling us that you love dogs and cats. We are looking for evidence that you can thrive in the role advertised.

Your statement should not exceed 1,000 words. We recommend you draft and save your supporting statement outside of the application portal as your connection may time out and it is not possible to save this document online for future use.

**Closing date:** 6<sup>th</sup> May 2024  
**Interview date:** w/c 6<sup>th</sup> May 2024 & w/c 13<sup>th</sup> May 2024

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion. Please note that we reserve the right to close this post early, should we receive a high volume of applications.

We are committed to providing equality of opportunity and valuing diversity for all current and prospective staff, volunteers and Trustees. We aim to ensure that this commitment, reinforced by our values, is embedded in our day-to-day working practices and our work together. We would particularly welcome applications from black and minority ethnic and disabled candidates, who are currently under-represented at Battersea.

## Working at Battersea

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK

## Data Protection

The information you provide in your application will be used by Battersea Dogs and Cats Home (Battersea) to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Battersea) and will not share your data with any third parties for their marketing purposes. We will also ask you for sensitive information (such as information relating to ethnicity or sexual orientation), but only to allow Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our Job Applicant Privacy Notice or contact our Data Protection office at [DataProtection@battersea.org.uk](mailto:DataProtection@battersea.org.uk)

# Job Description: Content Marketing Manager

<b>Dept/Team:</b> Content Marketing Manager	<b>Location:</b> London
<b>Hours:</b> 35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements	<b>Duration:</b> Permanent
<b>Responsible To:</b> Creative Lead	<b>Responsible For:</b> Content Marketing Specialist
<b>Works With/Key Contacts:</b> Marketing and Communications Income Generation Operations and Clinic Global Programmes Public Affairs External agencies and suppliers	<b>Salary &amp; Grade:</b> £45,400 per annum Grade C1

## Battersea's approach to diversity

Battersea is here for every dog and cat and has been since 1860. We care for animals unconditionally, and we do not judge the owners of pets that need our help. It is this commitment which brings us together as an organisation, and we take great joy and pride in that.

We were founded by a female pioneer, Mary Tealby, who was unafraid to confront convention at a time when women leaders were rare, and animals were not universally loved. Her willingness to challenge the status quo is part of the legacy she leaves with us today, and we celebrate the impact we have made so far because of her vision.

We are ambitious to do more, including helping new populations of animals in new places beyond our centres; and we know we must adapt to the evolving world around us, harnessing the skills, experience, and creative thinking of a diverse workforce to help greater numbers of animals and deliver the impact we all aspire to. And we know that an inclusive environment, where we welcome different perspectives and where staff and volunteers are empowered to be themselves, will ensure we continue to thrive.

We strive to create lasting change for animals and the people that care for them and believe that creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

## Why the role exists

The Content Marketing Manager is responsible for managing the Content team and developing and overseeing delivery of the content framework, using evaluation and measurement to enable strategic and creative development so Battersea's content output achieves Brand, Marketing and organisational objectives.

## Overall objectives:

- Work closely with the Creative Lead to develop and oversee strategic delivery against the content framework, supporting the team in effective implementation and measurement.
- Lead the team in developing and delivering best in class creative storytelling content that is strategically aligned, maximised, and continually evaluated.
- Work with stakeholders across the organisation to effectively prioritise and shape briefs coming into the team.
- Work collaboratively across M&C and other departments and support the team in doing the same including via supporting working structures and tools.

**What you'll be doing****Approx % of time**

Work with the Creative Lead to develop and oversee strategic and creative delivery against the content framework and support the Content team in its delivery. Continuously evaluate and measure progress and identify opportunities for development and strategic alignment in line with organisational priorities.	30%
Actively participate in governance structures to align content pillars and look at opportunities to integrate content design and structured content principles into practice.  Engage in existing collaboration structures or establish new ones across Marketing and Communications to enhance shared learning and increase the effectiveness and value of our content output.	15%
Proactively engage with high-level stakeholders. Encourage collaboration and establish credibility and buy-in through effective communication and persuasion.	10%
Guide, coach, and support the growth of the Content Team, fostering a culture of creativity, brand guardianship, strategic direction, and quality control. Line management of the Content Marketing Specialist.	15%
Leverage insights, metrics, and research to steer the direction of content outputs and evaluate and measure the impact on an ongoing basis.	10%
Review briefs to efficiently utilise resources by applying prioritisation techniques and the project management system, fielding the team from bottlenecks.	5%
Support the Creative Lead in conducting horizon scanning and high level planning to inform forward planning and business planning.	5%
Management of Content team budgets and quarterly financial forecasting.	5%
Keep up to date with developments in content marketing, content design and technologies, applying knowledge and practices where appropriate and supporting a culture of creativity, innovation and best practice.	5%

The above job description is intended to be an outline of the duties and responsibilities for this role. Job descriptions change over time, and we will discuss with you and ask you to carry out work relevant to your role.

**What you'll need to have to do the job**

<b>Job Specific</b>	Significant experience of content strategy and content marketing within a high profile or innovative brand.
	Ability to apply in-depth knowledge of content strategy, content design principles, content marketing and technologies, upskilling, guiding and inspiring others.
	Track record of developing and evaluating highly effective content marketing plans and content types which have created shifts in the awareness, engagement or income generating capacity of an organisation to support strategic priority areas. Including translating data into actionable insight to build and develop future content.
	Proven ability to translate organisational strategy, marketing, and brand objectives into high level content marketing plans and appropriate tactics in line with a content framework.

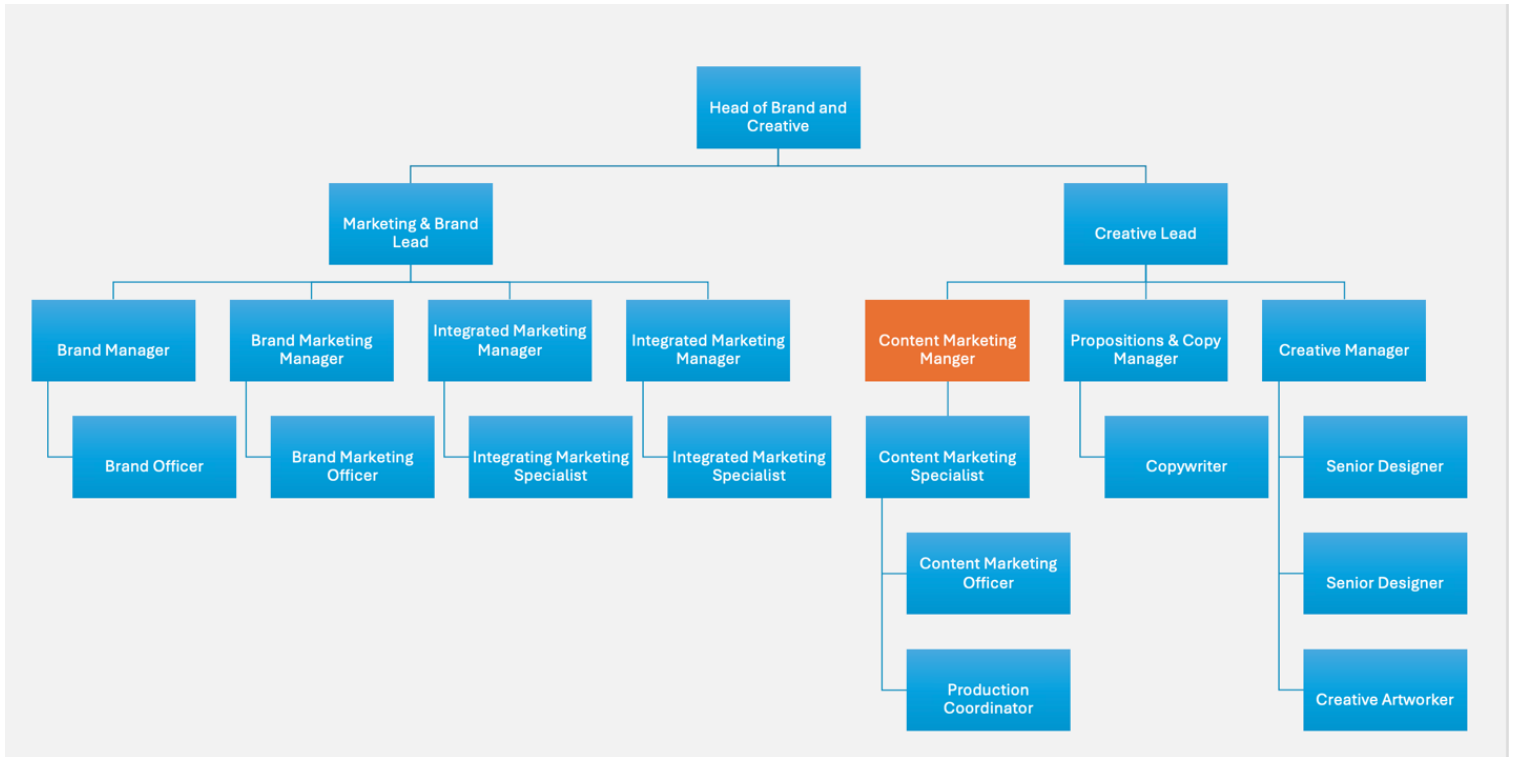


	Strong communication, interpersonal, collaborative, and consultative skills, and the proven ability to build relationships at a high level, work constructively and collaboratively with stakeholders to secure buy-in, negotiate, influence, and build credibility at senior levels.
	Experience of team leadership, motivating, managing, and developing staff, including setting clearly defined objectives, and managing performance.
	Have strong creative judgement and ability to inspire a team and colleagues.
	Strong prioritisation skills to support a team's delivery of high-quality work with minimum supervision. Able to multi-task under pressure and bring people with you on key decisions.
	Problem solving and decision-making skills with a good mix of evidence-based decisions balanced with pragmatism, innovation, flexibility and common sense.
	Financially astute, numerate and analytical with proven track record of managing departmental budgets, forecasting and business planning.
<b>Values</b>	CARE – We care wholeheartedly about our mission to be here for every dog and cat, and the work we each do to achieve this.
	EXPERTISE – We are experts at what we do, focusing on continual improvement, learning and growing our expertise, so we can all be the best we can be.
	DETERMINATION –We stay focused and solve problems to achieve our goals and our mission to be here for every cat and dog.
	RESPECT – We treat one another with respect, just as we treat every cat and dog with respect.
	INCLUSION – We champion diversity in all its forms, so that everyone can be themselves and feel valued and included.
	COLLABORATION – We understand that by working together across teams and with our partners, we achieve more for dogs and cats.

### What we'd like you to have to do the job

- Not for profit experience/understanding either client or agency side.
- Content design experience and understanding.

## Position in the team





## Staff Benefits

We offer our staff a wide range of benefits to reward them for the value that they bring to Battersea, to support them in their work, to help improve their health and wellbeing, and maintain a healthy work-life balance.

We intend to offer these benefits on an ongoing basis but may amend or withdraw them at any time.

### Pension Scheme

Our group personal pension scheme is available to all members of staff. New staff will be auto enrolled into our pension scheme in their second month of employment, if they meet the eligibility criteria, at our standard rate of 2.67% staff contribution, 5.33% employer contribution. The following month, new starters can choose to increase their contribution rates and so benefit from a higher employer contribution of up to 10%. Because the GPP pension scheme is a salary sacrifice scheme, Battersea will also invest approximately 50% of the savings it makes on Employer National Insurance Contributions into your pension plan.

The contribution levels are as follows:

Staff contribution	Battersea contribution
2.67%	5.33%
3%	6.2%
5%	10.3%

Example of monthly pension contributions for salary of £20,000:

Staff contribution	Battersea contribution	pension
2.67% = £44.50	5.33% = £88.83	
3% = £50.00	6.2% = 103.33	
5% = £83.33	10.3% = £171.66	

### Annual Leave

Staff are entitled to 28 days annual leave (pro-rata for part time staff and in the first year of employment), rising to 29 days after 5 years and 30 days after 10 years employment. This is in addition to eight days paid public holidays every year.

### Health Cash Plan

Battersea offers a healthcare cash plan free of charge to all staff, using a provider called Simply Health. This cash plan enables staff to claim 100% of the costs of everyday healthcare, such as dental treatment, eye tests, glasses, contact lenses, physiotherapy, chiropody, osteopath, chiropractor, health screening and much more, up to annual limits.

### Gym Membership

Staff who choose to join the Cash Health Plan can get discounts of up to 20% off a range of independent and chain gyms, including Fitness First, LA Fitness, Virgin Active and David Lloyd.

### Season Ticket Loan

Interest free season ticket loans are available to all staff after two months of employment with Battersea.

### Cycle to Work Scheme

We offer a Cycle to Work Scheme to encourage health and fitness. This enables you to save up to 40% of the cost of the purchase of a bike and safety equipment, up to a maximum value of £2,500 including VAT, by having this cost recovered from salary over a 12-month period and so saving tax and National Insurance on this cost.

### Paid Maternity Leave

All pregnant staff are entitled to up to 52 weeks' maternity leave regardless of length of service. Staff who have worked with Battersea for more than 12 months by the time their baby is born receive enhanced

maternity pay of 12 weeks full pay, with the remainder of their maternity leave being paid under Statutory Maternity Pay arrangements.

### **Paid Paternity Leave**

Fathers to be or staff who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Staff who have worked for Battersea for more than 12 months by the time their baby is born receive enhanced paternity pay of two weeks full pay.

### **Employee Assistance Programme**

We offer a Staff Assistance Programme to all staff free of charge. It offers completely confidential and impartial support, information, and counselling service to staff on legal, financial, debt management and emotional issues.

### **Life Insurance**

All staff are covered by our life insurance scheme, which provides a nominated beneficiary/ies with a lump sum equivalent to four times the staff's salary in cases of death whilst in employment at Battersea.

### **Uniforms for all Operational Staff**

Free uniform is provided for all operational and clinic staff.

### **Veterinary Treatment of Staff Animals**

We provide cost price veterinary treatment for staff with ex-Battersea dogs and cats.

### **Discounted Pet Insurance**

We offer staff a 20% discount off the cost of Petplan insurance.

### **Discounts in our Shops**

We offer our staff a 25% discount in our shops.

### **Professional Membership Fees**

After two months service, staff in roles where ongoing membership of a recognised professional body, (where this membership is gained through a qualification), is an essential requirement in the person specification for their job can claim the cost of one membership fee per year up to a maximum of £450.

### **Sabbatical Leave**

Staff who have worked with us for five years or more can request six months unpaid sabbatical leave for personal or professional development, such as learning new skills or travel.



Battersea Dogs & Cats Home is a charity registered in England and Wales (206394)  
Registered Office: Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.