

# RECRUITMENT PACK

DIGITAL ENGAGEMENT MANAGER

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# JOB DESCRIPTION



# KEY INFORMATION



## Job Title and Code

Digital Engagement Manager  
(BDCH6389)



## Department/Team

Marketing & Communication/  
Digital & Innovation



## Location

Battersea London - Hybrid 50%



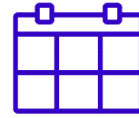
## Salary & Grade

£49,261 per annum,  
Grade C1



## Hours

35 hours per week, but we're  
always happy to discuss flexible  
working, part time hours and job  
share arrangements



## Duration

Permanent

# ABOUT THE ROLE

The **Digital Engagement Manager** will lead the planning and delivery of Battersea's digital communications across email, SMS, online review websites, and emerging platforms, ensuring communications are supporter centric and channel agnostic, with the goal of supporting income generation and long-term supporter loyalty. They will also play a key role overseeing improvements to marketing technology systems and Battersea's strategic approach to digital marketing automation and personalisation.

# RESPONSIBILITIES

	Estimated % time
Leadership and line management of the Email Marketing Specialist, Digital Engagement Specialist, and Digital Engagement Officer ensuring the team works collaboratively with colleagues and builds trusted relationships across the organisation.	20%
Oversight of the use of marketing automation programmes to deliver complex, cross-channel journeys for supporters, encouraging a culture of active test-and-learn and ongoing journey optimisation.	20%
Ownership of the email, SMS and online review strategies, planning mechanics and reporting frameworks, ensuring best practice standards are implemented and upheld while driving high performance.	15%
Recommend, deliver and implement key updates and improvements to Battersea's campaign management tools (including DotDigital) and marketing technology suite, including the use of automation and enhanced personalisation. Horizon scan emerging trends, channels and technologies.	30%
Synthesise data into actionable insights, communicate results effectively, and socialise best practice; ensure communication testing matrices are joined up and learnings continually implemented across the team.	10%
Management of budgeting, forecasting and phasing of spend.	5%

*The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.*

# PERSON SPECIFICATION

## ESSENTIAL

- Significant experience delivering email and/or CRM marketing strategies in a B2C environment, within a high-profile or innovative brand.
- Strong track record of implementing, evaluating and optimising highly effective email and SMS campaigns which have driven conversion, engagement and income generating capacity of an organisation.
- Significant experience leading the use of marketing automation programmes to deliver complex, cross-channel journeys for supporters.
- Experience working with cross-disciplinary teams to ensure alignment across a variety of channels and touchpoints.
- Experience leading a high-performing team of subject matter experts and specialists.
- Experience translating large data sets into actionable insights and supporter-centric optimisations which drive loyalty, engagement or impact.

## DESIRABLE

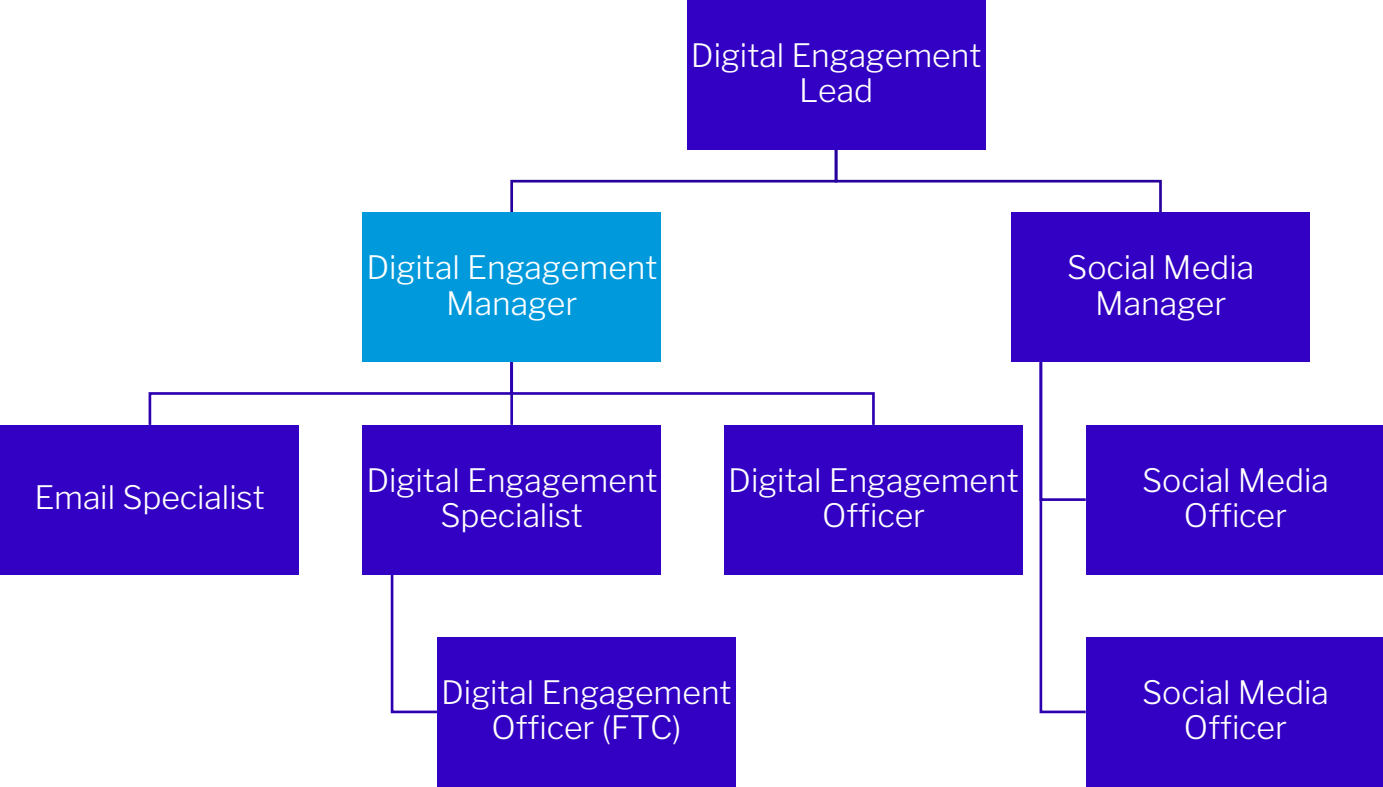
- Experience of marketing platform Dot Digital, and analytics platforms Google Analytics and Tableau.
- Experience leveraging instant messaging apps (including WhatsApp) for brands for broadcast messaging as part of journey automations.
- Understanding of the impact and potential opportunities of artificial intelligence on future marketing technology and approaches to segmentation.



## HYBRID WORKING POLICY

We operate a hybrid working policy, with our office-based employees splitting their time between site based and home working. We believe this enables our office-based employees to maintain the benefits of home working, while allowing for collaboration and interaction with our animal-facing colleagues and maintaining a connection to our cause. As such, you'll be expected to work in our Battersea office for at least 50% of your working week.

# POSITION IN THE TEAM



# **YOUR APPLICATION**



# KEY DATES



## Closing Date

Wednesday, 3<sup>rd</sup> June 2026, 11.59pm

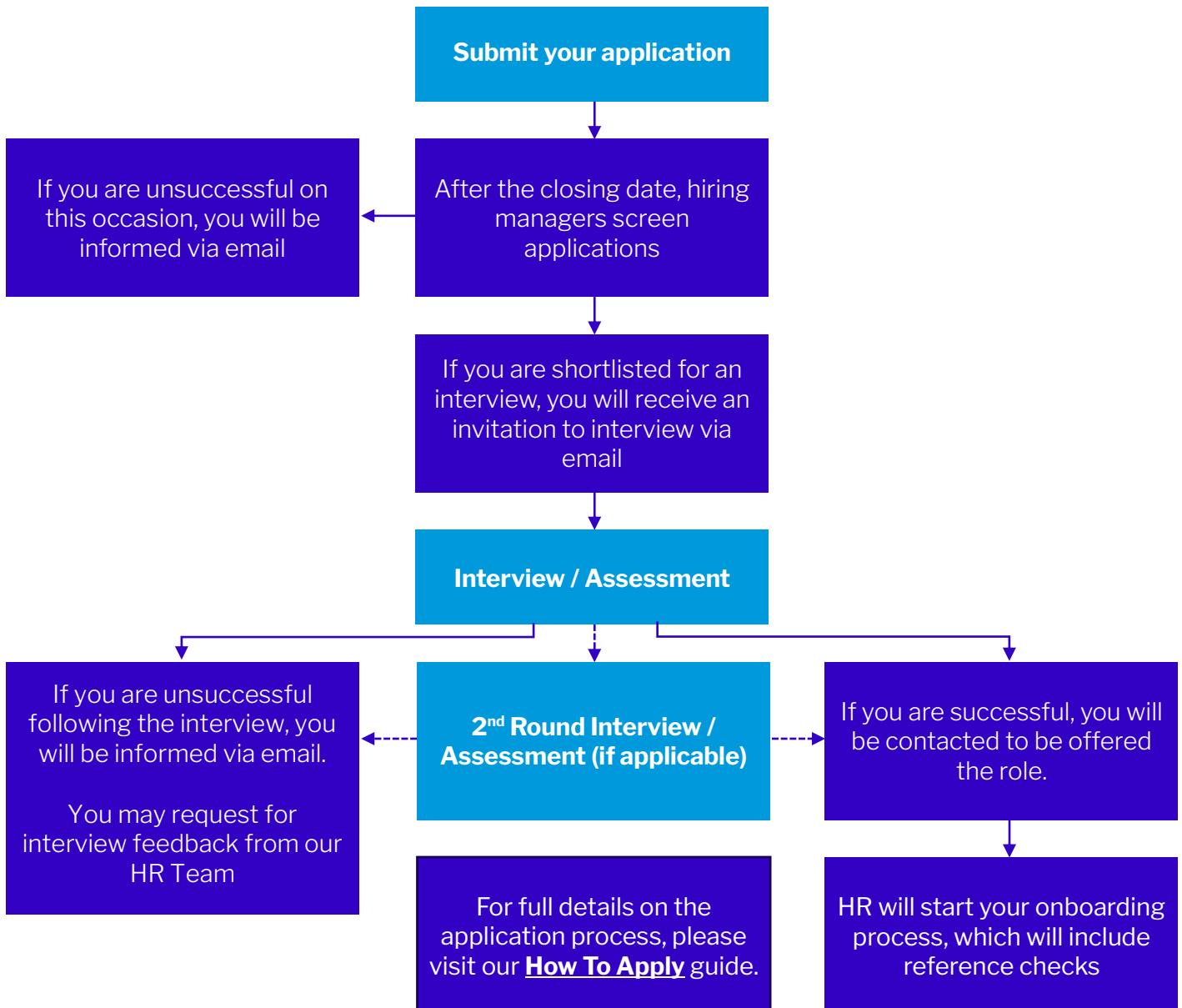


## Interview Date(s)

First round (via MS Teams) - w/c 8<sup>th</sup> June 2026

Second round (in person) - w/c 15<sup>th</sup> June 2026

# APPLICATION PROCESS





# COMPLETING YOUR APPLICATION

The information below is provided to support you with completing your application.

Our application forms will ask you for:

- Employment History
- Educational History (which is non-mandatory)
- A supporting statement of no more than 1000 words and/or
- Responses to short-answer questions

The statement and short-answer responses are a very important part of your application. This is your opportunity to showcase your knowledge, skills and experience, and how this relates directly to the person specification for the role.

Please provide specific examples where possible and demonstrate your key achievements. You might also consider referencing Battersea's key values in your application (for more on these values, please see the 'Life at Battersea' document).

Once your application is complete, we encourage you to provide your diversity monitoring information. Whilst this is entirely voluntary, completing this information will form part of an anonymised data set to help us understand, measure and take action to ensure our processes are inclusive. Your information will remain confidential, be held in line with GDPR requirements and will not be used to determine whether you are shortlisted for any role(s) you apply for.



# ACCEPTABLE USE OF AI

At Battersea, we value expertise. We recognise each candidate that applies to us will have a range of expertise they can offer us, so we want to hear about this in your own words. We understand the support that generative artificial intelligence (AI) software can offer but it can also lead to numerous applications presenting as generic and impersonal. This makes it difficult to gain understanding of your unique experience.

To best showcase yourself, we encourage you to write your responses without the assistance of AI. If you require the use of AI software to aid in completing your application, we ask you use the generative responses as a prompt for writing your answers and avoid copying and pasting. You must also ensure the information presented in your application accurately reflects your experience.

If you are successful to the interview stage of the recruitment process, we ask that you follow the below guidelines on the use of AI at interview stages:

Acceptable use:

- Researching sector trends, company information, or general interview tips
- Practicing interview questions with AI tools to improve communication skills
- Using AI to support with structuring your responses

Please do not:

- Submit AI-generated responses as your own during the interview
- Use AI to impersonate or misrepresent your experience or skills
- Use AI tools during real-time interviews



# DIVERSITY AND INCLUSION

## OUR COMMITMENT

We are committed to providing a welcoming and inclusive experience for all employees, volunteers and trustees and those hoping to join us. We operate an anonymised shortlisting process and actively seek to ensure our process is fair and equitable for all.

We understand the value of diverse voices, perspectives, and experiences to help us deliver even more for our dogs and cats, and we welcome applicants from all sections of the community.

## WORKPLACE ADJUSTMENTS

As a Disability Confident Committed Employer, we will also ask about any adjustments you may need at the application and/or interview stage. And, if you are offered a role with us, we'll talk to you about any workplace adjustments you may need to help you perform at your best. If you would like to talk more about this, please contact 020 3887 8341 or email [jobs@battersea.org.uk](mailto:jobs@battersea.org.uk)

# REQUIREMENTS FOR WORKING AT BATTERSEA

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK. For details on which documents can be used to certify your right to work, please refer to [Prove Your Right to Work](#)
- Candidate to be at least 18 years old of age at the start of the employment

## DATA PROTECTION

The information you provide in your application will be used by Battersea Dogs and Cats Home to assess your suitability for the role you have applied for.

Any special category information (such as information relating to ethnicity or sexual orientation) you choose to provide will only be used by 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)



# BATTERSEA

HERE FOR EVERY DOG AND CAT

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**BATTERSEA DOGS & CATS HOME**

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LONDON SW8 4AA

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JOBS@BATTERSEA.ORG.UK

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Battersea is a charity registered in England and  
Wales (206394)

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Patron HRH The Duchess of Cornwall GCVO  
President HRH Prince Michael of Kent GCVO

