

RECRUITMENT PACK

DIGITAL ENGAGEMENT OFFICER

CONTENTS

- Job description..... 3**
 - Key information..... 4
 - About the role 4
 - Responsibilities..... 5
 - Person specification..... 6
 - Hybrid Working Policy 7
 - Position in the team 8
- Your application..... 9**
 - Key dates.....10
 - Application process10
 - Completing your application11
 - Acceptable use of AI12
 - Diversity and inclusion13
 - Requirements for working at Battersea.....14
 - Data protection14

JOB DESCRIPTION



KEY INFORMATION



Job Title and Code

Digital Engagement Officer
BDCH6444



Department/Team

Marketing and Communications/
Digital and Innovation



Location

Battersea London - Hybrid 50%



Salary & Grade

£33,000 per annum,
Grade D



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

We're recruiting a **Digital Engagement Officer** to plan and deliver high impact digital communications, with a focus on email.

In this role you'll ensure supporters are engaged across a range of financial and non-financial touchpoints, building greater understanding of Battersea's vision and mission and leading to improved ROI and customer lifetime value.

RESPONSIBILITIES

	Estimated % time
• Deliver email marketing campaigns to Battersea's range of supporters and across the supporter lifecycle. • Work collaboratively with other departments, fostering strong stakeholder relationships to achieve high-performing campaigns. • Write email copy, source appropriate content and work with Battersea's design team to brief and create email assets. • Assist in planning data selections while being mindful of files being handled according to data protection best practice.	40%
• Build, manage and optimise email journeys using automation and journey building tools. • Ensure journey intersections with other online and offline channels is coordinated to best overall effect.	20%
• Use analytics to track the performance of email activity against targets, evaluate, monitor and produce reports as required.	15%
• Support the Digital Engagement Specialist and team in planning, delivery of campaigns, reporting, and other projects as required.	10%
• Moderation of online review websites, including monitoring of themes and drafting responses, ensuring high levels of customer service and supporter engagement.	5%
• Email sign-off and review according to team processes.	5%
• Ensure the technical aspects of CRM systems stay fit for purpose.	<5%
• Provide oversight and advice on risk issues related to email marketing and data protection.	<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

- A proven track record of managing and delivering email marketing campaigns, working collaboratively with multiple stakeholders to create impact, drive engagement and generate income for a high-profile or innovative brand.
- Experience of delivering multi-audience email journeys in a B2C environment, including use of email sending platforms, configuration of email automations and managing multi-channel activity where required.
- Proven ability to use analytical thinking to translate data into actionable insight.
- Proven experience handling customer data according to data protection best practice; experience transferring data manually between systems as well as setting up data automations and integrations where required.

DESIRABLE

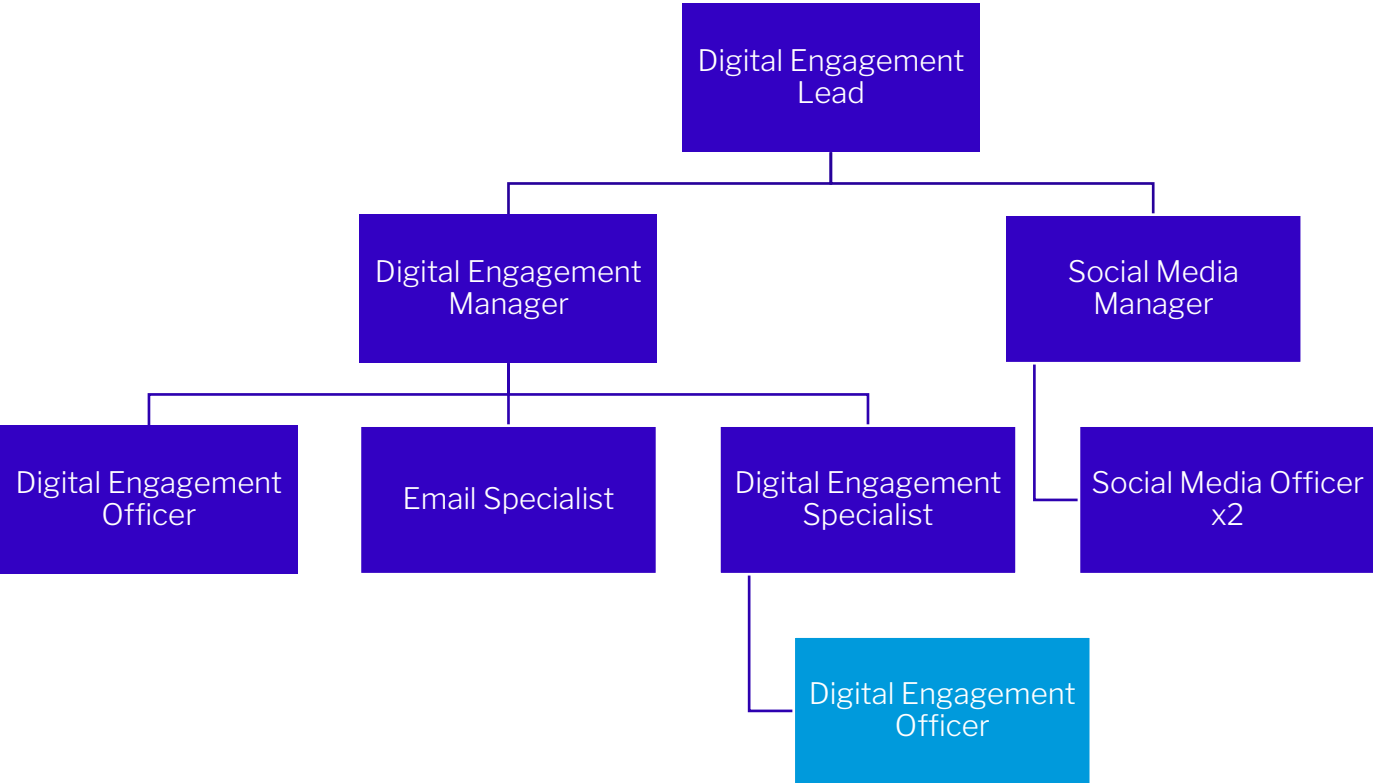
- Not for profit experience.
- DotDigital (ESP) experience or similar.
- Google Analytics 4 experience.
- Photoshop experience or similar.
- Instant Messaging Apps and SMS experience.



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

26th October 2026, 11.59pm

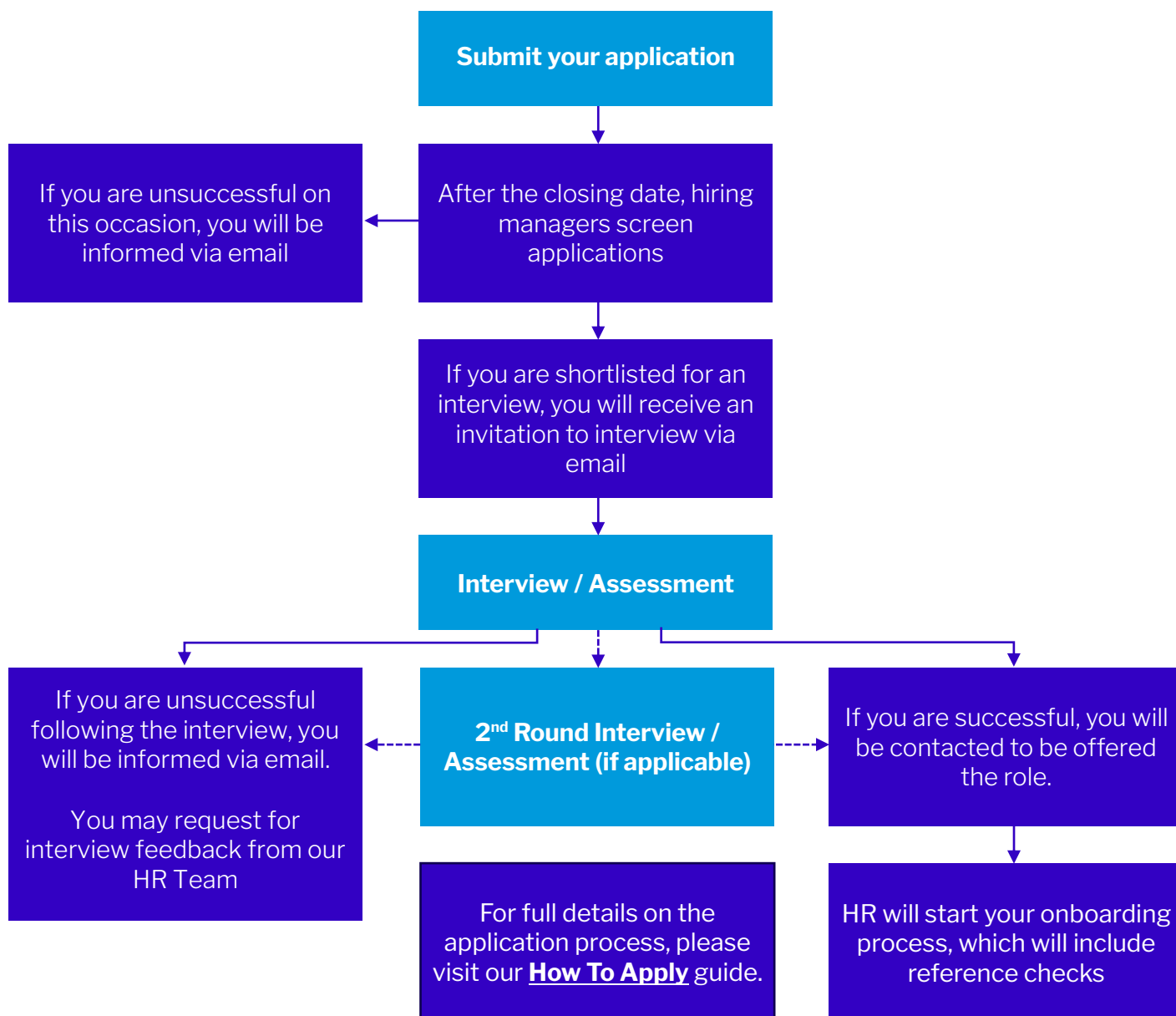


Interview Date

First round (Online, via MS Teams):
2nd/3rd/4th November 2026

Second round (In person, at our London site): 10th/11th November 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

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



BATTERSEA

HERE FOR EVERY DOG AND CAT

BATTERSEA DOGS & CATS HOME

4 BATTERSEA PARK ROAD
LONDON SW8 4AA

+44 (0) 20 3887 8341
JOBS@BATTERSEA.ORG.UK

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

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

