



BATTERSEA

HERE FOR EVERY DOG AND CAT

RECRUITMENT PACK



Performance Marketing Specialist (BDCH6113) - 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: 21st May 2024
Interview date: 27th & 28th 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

Job Description: Performance and Marketing Specialist

Dept/Team: Marketing & Communications	Location: London
Hours: 35 per week, but we're always happy to discuss flexible working, part time hours and job share arrangements	Duration: Fixed Term (6 Months)
Responsible To: Performance and Marketing Lead	Responsible For: N/A
Works With/Key Contacts: All Marketing and Commercial Colleagues Fundraising Operations Communications IT Team External agencies and suppliers	Salary & Grade: £39,800 per annum

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.

Main Purpose of the Role

To deliver, optimise and evaluate Battersea's digital advertising campaigns, specialising in paid social advertising channels such as Meta and TikTok. Implementing and managing large annual media spends to support the achievement of strategic objectives and individual campaign targets.

Overall objectives

- To implement, manage, optimise, and evaluate successful Performance Marketing campaigns across paid social platforms, such as Meta, TikTok and more.
- Develop and implement media plans for an 'always on' social advertising schedule, as well as tactical campaigns.
- To manage the development of Brand focused digital media plans, from media planning through to implementation and end of campaign reporting.
- To deliver against performance targets and establish paid social activity as a key acquisition driver for teams and objectives across the organisation. Advise and recommend the best use of the platforms to hit performance targets.

- To contribute to the ongoing development of the Performance Marketing teams paid digital strategy and manage the Paid Social strategy development. To be responsible for driving forward the paid social strategy such as identifying new paid social platforms to test.
- Manage relationships with media partners such as Meta & TikTok, as well as relationships with Battersea's media agencies when it comes to paid social activity.
- To stay on top of trends within paid social and conduct extensive competitor, audience, placement and platform research to help inform our strategy and allow us to make informed decisions.
- Ensure that all paid social activity adheres to Battersea's brand safety and targeting guidelines and help keep these policies maintained.
- Support with 'digital-first' creative development process, ensuring paid digital placements are fully considered and adhere to best practice. Leading on the development of new ad copy and paid social activity.
- Track campaign performance and social media engagement to identify areas for improvement and leverage unique growth opportunities.
- To raise the awareness of the Performance Marketing teams paid social activity and expertise internally and externally.

Responsibilities/Objectives	Approx % of time
Implement, manage and evaluate Performance Marketing campaigns, from ideation to reporting, delivering against targets.	30%
Ensure paid social activity is aligned to the budgets set out in the yearly media schedule. And keep campaigns aligned to the Performance Marketing strategy.	25%
Responsible for making sure all paid ads align to brand safety guidelines, developing ad copy for all paid social activity and support with 'digital-first' creative process.	20%
Reporting on campaign performance, providing recommendations and learnings. Creating and updating reporting dashboards with Google Looker Studio. Contribute to omni-channel media planning and reporting for paid digital activity across social, display and search.	10%
Actively seek out trends within paid social and conduct extensive competitor, audience, placement and platform research.	10%
Manage relationships of media partners, senior stakeholders, and Paid Social media agencies.	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

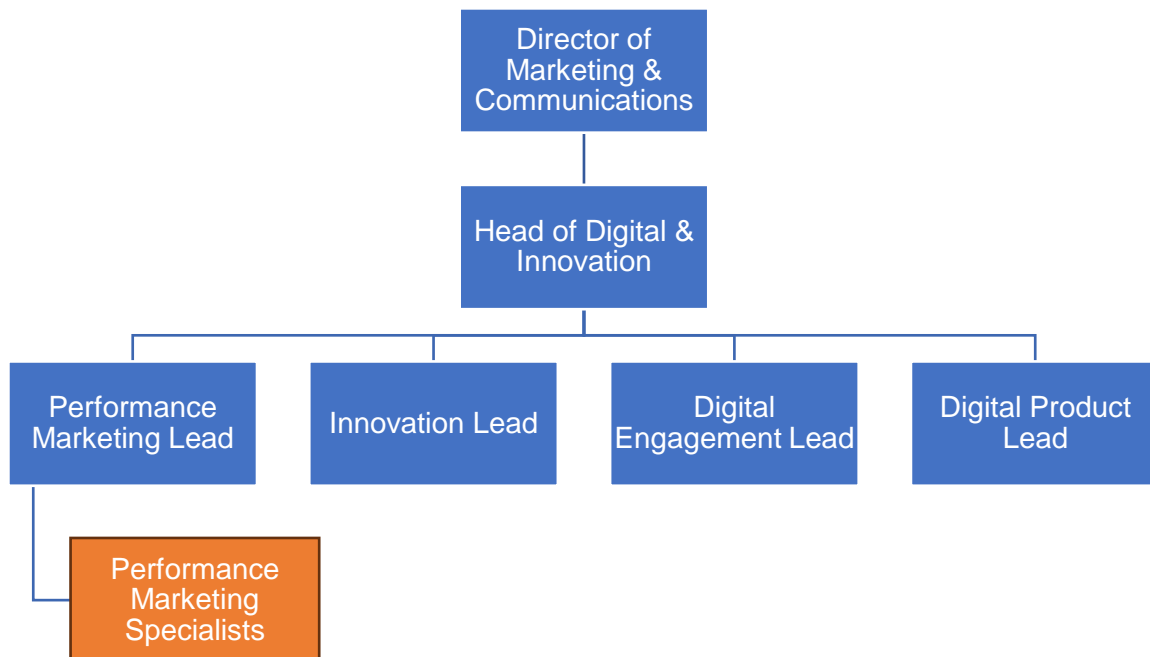
Job Specific	Strong experience in developing campaign strategies and implementing a busy social media advertising plan, with a proven ability to manage large budgets across multiple ad platforms.
	Excellent creative skills, including demonstrable experience writing for paid social channels, and inputting to the creative development of digital creative.
	Advanced understanding of and experience using social media advertising platforms to set up, monitor and optimise campaigns. Additional ability to adapt to new platforms as and when they become available.

	Proven experience in monitoring, analysing, and reporting on paid social activity, using data from the advertising platforms and Google Analytics.
	Strong communications, interpersonal and consultative skills, and the proven ability to build relationships.
Values	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.

Desirable

- Not-for-profit experience
- Experience of working on large brand campaigns

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 £400.

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.