



BATTERSEA

HERE FOR EVERY DOG AND CAT

RECRUITMENT PACK



Propositions & Copy Manager (BDCH6147) - 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 employees 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: 23rd July 2024

Interview date: first round: 1st - 2nd August 2024; second round TBC

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 employees, 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

Contact

If you have any questions, please contact us at jobs@battersea.org.uk or 0800 001 4444.

PROPOSITIONS & COPY MANAGER

(12 MONTHS CONTRACT)

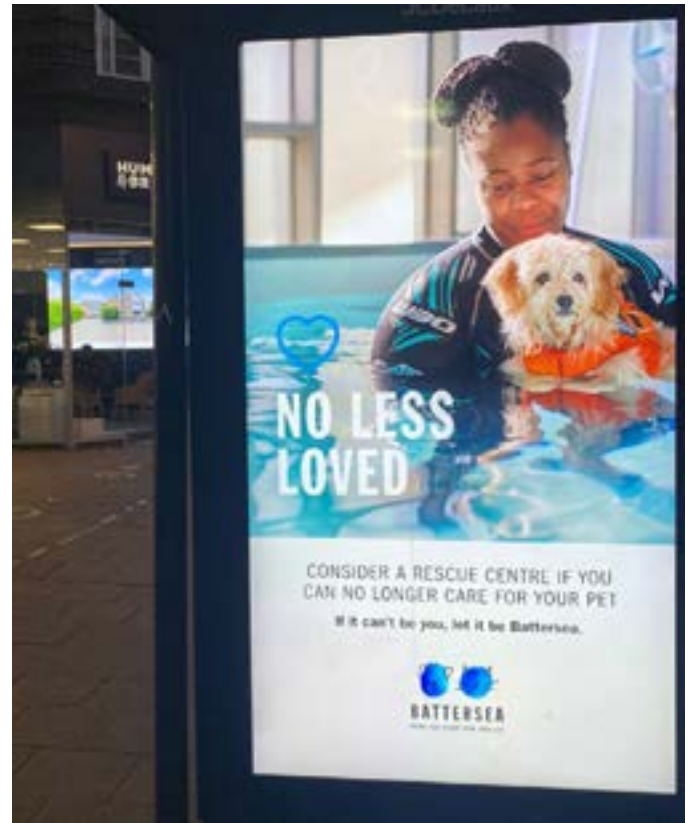
ABOUT THE ROLE

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 propositions, copy, design and content.

As our creatively-minded, strategically-driven Propositions & Copy Manager, you'll bring the Battersea brand to life through carefully crafted creative propositions, storytelling, and copywriting that inspire connection to our cause and engagement with our brand.

You'll be a dab hand at writing snappy headlines and able to craft playful copy without relying on puns; adept at using insight to drive creative ideation; an expert storyteller who can bring our work to life for different audiences; brimming with ideas (and willing to share them in pitches and brainstorming); and of course, passionate about dogs and cats.

Collaboration is key at Battersea and within this role you'll work closely with 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.



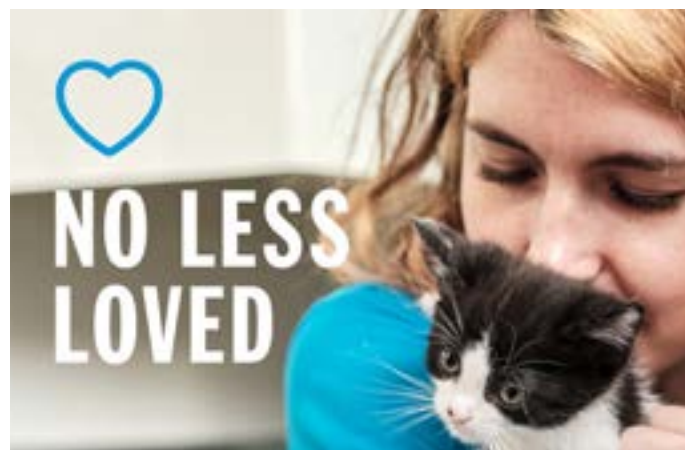
THE IDEAL CANDIDATE WILL...

- be experienced and confident developing, implementing and evaluating compelling propositions that act as springboards for creative development, as well as key messaging and effective storytelling
- have significant experience delivering intelligent, creative, insight-driven copy for a variety of media formats (print, banner ads, web content, blog posts, social media messages, emails) using a multi-channel approach
- have a proven track record of using research and insight to develop messaging that boosts the awareness, engagement, and income-generating capacity of Battersea
- 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 a true collaborator; confident building relationships at all levels
- have experience of coaching style management
- be able to promote an understanding of, and a commitment to, the vision, mission, and values of Battersea
- be a dog and cat lover!

WHAT YOU'LL BE DOING...



Developing, implementing and evaluating compelling propositions that act as springboards for creative development, as well as key messaging and effective storytelling for new events, campaigns and products.



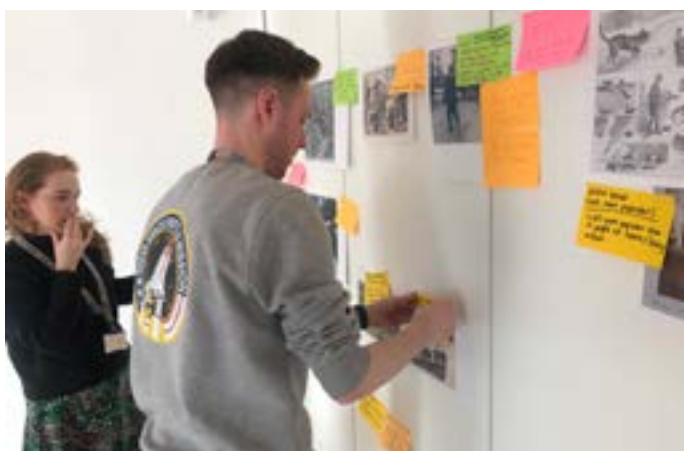
Working with research and insight to create bigger, bolder and better campaigns.



Developing the toolkits and guidelines that help staff connect with our unique voice.



Crafting the snappy copy that brings to life the joyful side of our brand, and shows how we go all in for dogs and cats.



Brainstorming and pitching the big ideas that'll help drive our messaging forwards.



Communicating the unique stories that help drive connection and support for our cause.

Job Description: Propositions & Copy Manager

Dept/Team: Marketing and Communications Department / Creative Team	Location: London
Hours: 35 hours per week We're always happy to discuss flexible working, part time hours and job share arrangements	Duration: 12-month fixed term contract
Responsible To: Creative Lead	Responsible For: Copywriter
Works With/Key Contacts: Creative Hub Marketing and Communications Individual Giving Operations Global Programmes Public Affairs External agencies and suppliers	Salary & Grade: £43,450 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 centers; 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 employees 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

To bring the Battersea brand to life by creating, developing and implementing the use of compelling propositions, succinct key messages and engaging copy to achieve organisation-wide objectives.

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

Develop and implement propositions and key messages to drive greater engagement with the brand.	40%
Modification of own and others copy to meet requirements, ensuring copy for high-level, priority projects is accurate, insight-driven, compliant and consistent.	20%
Line management of Copywriter. Offering guidance and support and ensuring they're able to meet their agreed objectives.	10%
Work with Design and Content Managers and Creative Lead to develop and pitch new concepts to a wide range of stakeholders across the organisation.	10%
Be a Battersea brand guardian. Develop, edit, maintain and creatively share guidelines and toolkits for brand campaigns and key strategic projects.	10%
Manage external freelance resource and team budget.	5%
Keep up to date with trends in copywriting and new developments in digital communications, content marketing and social media.	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

Job Specific	Ability to drive brand affinity through the development of high-quality, insight-led copy including clear propositions, key messages and call to action for different audiences, maintaining a clear and consistent brand voice.
	A proven track record in developing, implementing, and evaluating compelling brand and campaign propositions to create shifts in the awareness, engagement or income generating capacity of an organisation.
	Ability to work across multiple wide ranging strategic projects and priorities.
	Fresh creative ideas and an ability to write compelling copy to implement the brand marketing strategy for Battersea, increase brand awareness and achieve Marketing and organisation-wide objectives.
	Significant experience of delivering intelligent, creative, insight-driven copy for a variety of media and formats (print, banner ads, SEO web content, blog posts, social media messages, emails) using a multi-channel approach.
	Proven experience analysing and interpreting research to develop copy rooted in insight and into understandable and shareable principles, getting buy-in from stakeholders at all levels.
	Line management experience
	Ability to support the Creative Lead in the development of the creative strategy, ensuring the delivery of best-in-class work.

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.

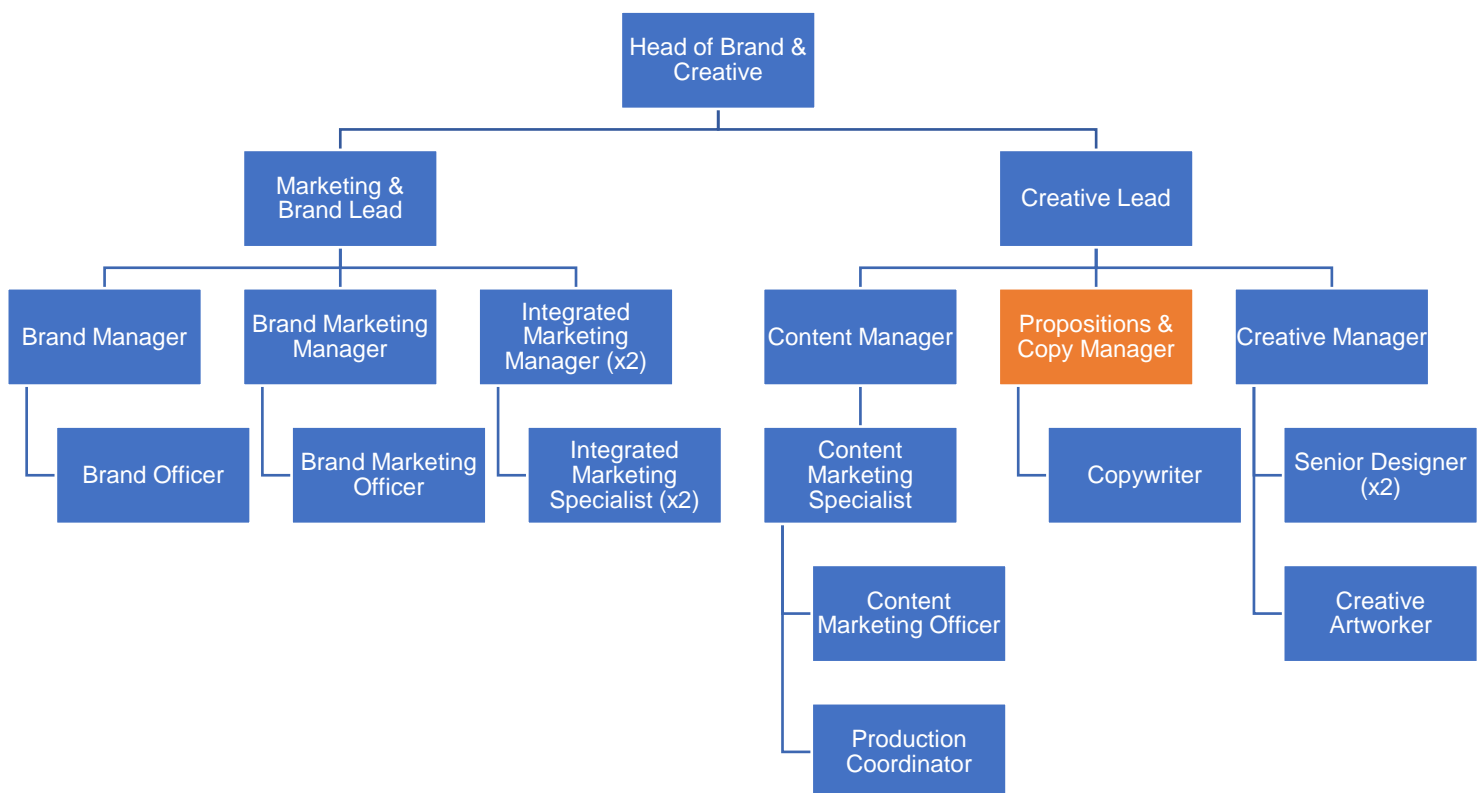
INCLUSION – We champion diversity in all its forms, so that everyone can be themselves and feel valued and included.

COLLABORATION – We understand that by working together across teams and with our partners, we achieve more for dogs and cats.

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

- Not for profit experience

Position in the team



Employee Benefits

We offer our employees 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.

Battersea has been verified as a truly flexible workplace by Flexa for 2024-2025. You can find out more about our flexible working benefits via our [Flexa Page](#).

Pension Scheme

Our group personal pension scheme is available to all employees. New employees 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% employee 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:

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

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

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

Annual Leave

Employees are entitled to 28 days annual leave (pro-rata for part time employees 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 employees, using a provider called Simply Health. This cash plan enables employees 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

Employees 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 employees 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 employees are entitled to up to 52 weeks' maternity leave regardless of length of service. Employees 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 employees who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Employees 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 an Employee Assistance Programme to all employees free of charge. It offers completely confidential and impartial support, information, and counselling service to employees on legal, financial, debt management and emotional issues.

Life Insurance

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

Uniforms for all Operational Employees

Free uniform is provided for all operational and clinic employees.

Veterinary Treatment of Employees' Ex-Battersea Animals

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

Discounted Pet Insurance

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

Discounts in our Shops

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

Professional Membership Fees

After two months service, employees 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

Employees 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.