RSPCA Cotswolds, Gloucester & District Branch

**Cotswolds Dogs & Cats Home**

A charity registered in England & Wales. Charity no. 207006

**Role profile:** Marketing Assistant

**Contract:** Temp/ short term

**Hours:** 10hrs per week

**Salary:** £14.70 per hour

**Annual leave allowance:** 28 days including bank holidays (based on full-time hours)

**Location:** The Cotswolds Dogs & Cats Home, Cambridge, Gloucestershire, GL2 7AS

**Introduction**

As a leading animal rescue charity in the Cotswolds we care for hundreds of abandoned, abused and neglected animals each year and find them incredible new families. We also support pets belonging to families with low incomes ensuing they have access to veterinary treatment and do not suffer because of cost.

The Cotswolds Dogs & Cats Home centre opened in September 2016, and as the profile of the charity has increased, we have gained more support from the local community. It is vital to the success of the fundraising function that we both engage and nurture our existing supporters as well as grow our supporter base. The Fundraising Admin Assistant will be key to ensuring we provide a great experience for our supporters.

The successful candidate will ideally have fundraising experience and is confident working with databases, will be highly organised, they will be great communicators, must be able to work on their own initiative and will have huge amounts of energy, commitment and enthusiasm. A passion for animals is a must.

**Key Objectives & Responsibilities**

**Marketing**

* Day to day support of all marketing activity for the fundraising department across print, digital, media and social media
* Email Marketing – produce regular supporter emails including a monthly round-up.
* Develop initiatives for increasing our email list
* Website – Updating where necessary, and publishing blogs/ events
* Coordinate design and promotional materials for digital and print purposes using Canva Pro.
* Oversee plan of fundraising activities, and support the team with any marketing requirements
* Adhere to brand guidelines

**Fundraising**

* Support the fundraising team with any adhoc activites
* Attend fundraising events where required

**Other**

* Undertake any training or personal development as required to keep up to date with the service provision and current regulations and legislations
* Contribute towards the monthly reporting
* Other duties as required by line manager

**Skills/Experience**

**Essential:-**

* Excellent verbal and written communication skills
* 12 months + marketing experience
* Experience with Mailchimp
* Experience with various social media platforms
* The ability to be proactive and seize opportunities, react quickly and flexibly
* A strong team player who is confident, reliable, creative self-motivated and target driven
* Excellent IT skills including use of Word and Excel
* Personal sensitivity and empathy with the ethos of the Cotswolds Dogs & Cats Home
* Able to work outside of normal working hours and to be flexible to the role (this will include evenings and weekends)
* Current valid driving licence and use of a vehicle essential

**Desirable:-**

* Experience of working for a charity (preferably an animal charity)
* Willing and able to lift and carry boxes/items prior to and after events
* Experience of donor development and direct marketing techniques
* Experience with Facebook advertising
* Experience with Google Analytics

**General information**

The charity is an equal opportunities employer and all employees are actively encouraged to contribute to the promotion of diversity.

All employees are required to act in accordance with their responsibilities under the Health & Safety at Work Act.

**Data protection**

As part of your duties, you will be required to obtain process and use information held on a computer or word processor. You may not use or disclose data for any other purpose than that for which it was recorded. You must only disclose data to authorised persons or organisations as instructed.

**Working at CDCH**

Please note that all offers of employment require:

References deemed satisfactory to the Home

Proof of eligibility to work in the UK.

All new employees to the charity will be subject to a six month probationary period.

We are unable to allow staff to bring their own dogs with them to work.

The post requires occasional working outside of normal office hours. Attendance may also be required at meetings which may be held in the evenings.

A full-clean driving licence is essential.

This role profile is not exhaustive and may be subject to change to meet the operational needs of the charity.

Salary – excellent competitive salary for an exceptional candidate.

No agencies please.

**Please send a covering letter and completed application form by Monday 8th April 2024.**

**Interviews will be on Thursday 11th April 2024**

It you have not been contacted by Wednesday 10th April 2024, then unfortunately you have not been chosen for an interview for this current vacancy. Please do not let this stop you from applying for post in the future within CDCH.