**Role Profile**

**Role Title:** Marketing Officer  
**Responsible to:** Head of Marketing

**Department:** Commercial team  
**Responsible for:** N/A

### Purpose of role

- Responsibility for marketing initiatives to support Canine Health Schemes (CHS), BVA's official charity - the Animal Welfare Foundation (AWF), and the BVA marketing department.

### Key responsibilities

- Understanding the objectives of CHS and AWF and providing marketing support to achieve these;
- Helping to identify target audiences, and developing marketing initiatives to reach these;
- Developing and implementing marketing plans for CHS and AWF;
- Conducting market research for business functions as required;
- Acting as project manager for relevant marketing projects, maintaining overall responsibility for tasks and their deadlines;
- Copy writing for different audiences, purposes, and mediums - including digital, social and print;
- Digital marketing across all channels, including email, updating the website, social media, and SEO;
- Writing briefs and briefing designers and agencies on creative content;
- Proofing designs and copy, and making amends where necessary;
- Building and maintaining good relationships with the business functions covered by the role – ensuring clear, consistent communication;
- Managing the marketing budget for CHS, ensuring activities are delivered to plan, to a high standard, on time and on budget;
- Organising brand presence at exhibitions and events including Crufts;
- Marketing of events, particularly the AWF Discussion Forum;
- Forming excellent working relationships with external suppliers, including design, print, and research agencies to ensure the business functions get excellent service and maximum return;
- Other duties commensurate with the role as agreed with the Head of Marketing.

### Scope of role

- Organise and plan own workload and set priorities with the Head of Marketing;
- Ensure relevant business functions are kept informed about marketing activities and are given final sign off for more complex areas of work;
- Organise and plan workload and set own priorities;
- Work, on a day-to-day basis, with minimum supervision;
- The role will involve national travel to attend events

### People

- Develop and maintain close relationships with colleagues in business functions covered by the role;
- Work with external suppliers, designers and agencies as and when necessary;
- Work with external partners including the Kennel Club;
- No direct people management.

### Initiative/innovation
- Identify new opportunities to enable marketing objectives to be achieved;
- Develop a good knowledge of the market, in order to identify new opportunities when they arise.

### Resources
- Ensure that marketing activities are delivered to plan, to a high standard, on time and on budget.

### Influence/impact
- To act as liaison between the Marketing team and business functions, and where appropriate identify areas for collaboration;
- Be the brand guardian for the business functions covered with the role – ensuring brand guidelines and tone of voice is upheld and used consistently across all marketing materials, and that they are produced to a high standard and deliver an excellent return on investment;
- Represent the business functions at internal and external events in a professional manner.

### Knowledge, skills and expertise

**Essential**
- Previous experience of working within a marketing role;
- Excellent copy writing and proof-reading skills, and experience of writing copy for different audiences and different mediums;
- Excellent organisational and time-management skills, ensuring each business function receives the time designated to them;
- Experience of working with agencies and designers, and providing clear briefs;
- Ability to make complex scientific copy accessible to a wider audience
- Proficient at using Microsoft Office suite;
- Strong communication, teamwork and negotiation skills;
- Problem-solving skills and diplomacy;
- A flexible and adaptable approach;
- The ability to manage budgets;
- Marketing or related degree required.

**Desirable**
- Experience of working for a charity, membership body, or animal welfare organization
- Interest in animal welfare
- Experience of digital marketing including social media, SEO, and email marketing;
- Proven project management experience;
- Understanding and experience of events.