### Role Profile

<table>
<thead>
<tr>
<th>Role Title: Marketing and Digital Officer</th>
<th>Responsible to: Head of Marketing</th>
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<tbody>
<tr>
<td>Department: Commercial team</td>
<td>Responsible for: N/A</td>
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#### Purpose of role
- Responsibility for marketing initiatives to support Canine Health Schemes (CHS) and digital marketing support to the BVA marketing department.

#### Key responsibilities
- Understanding the objectives of CHS 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
- Working closely with the Digital Content Manager to provide digital marketing support for CHS and BVA across all channels, including email, website, and social media
- 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;
- 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
- 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 are 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
- Experience of digital marketing including social media, SEO, and email marketing
- 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
- Creative thinking and skillset
- 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

**Desirable**
- Experience of working for a charity, membership body, or animal welfare organization
- Experience of managing budgets
- Proven project management experience
- Understanding and experience of events
- Experience of Content Management Systems and email marketing solutions (Umbraco, Preside, and DotDigital desirable)
- Experience of using Customer Relationship Management systems to support marketing and digital activity (MS Dynamics desirable)
- Experience of filming/recording and editing for video and audio
- Experience of working with agencies and designers, and providing clear briefs
- Knowledge of digital accessibility best practice
• Marketing or related degree required