**Digital Marketing and Communications Assistant – Job Description**

**Reports to:** Digital Marketing and Fundraising Manager

**Purpose of role:** To provide effective and efficient support to aid the delivery of the charity’s marketing, fundraising and communications activity.

**Location:** Little Baldon, Oxfordshire

**Hours:** 18 hours per week.

**Salary:** £20, 000 full time equivalent, per annum pro rata.

**To apply:** Please submit your CV with a covering letter to naomi.evetts@foreverhoundstrust.org explaining your suitability for the role by 5pm on Monday 27 September 2021

**Background**

Forever Hounds Trust is seeking a motivated and resourceful office assistant to provide effective and efficient support to the charity’s marketing, fundraising and communications activities.

We are dedicated to the rescue, rehabilitation and homing of unwanted, abused or abandoned sighthounds. Our vision is a day when every sighthound is free from risk or need. We operate across four geographical regions covering much of the country, homing around 350 dogs each year.

More information on our work is available here: <http://www.foreverhoundstrust.org/>

This role will focus on supporting the charity’s marketing, fundraising and communications activity. The role will however, be expected to assist with all areas of the charity’s supporter development, fundraising and merchandise activity during periods of absence or busy periods. As a small busy team with a fluctuating workload flexibility and resourcefulness is key to this position.

**Main responsibilities**

**Support charity’s online presence (social media and website) to include:**

* Responding to enquiries via the charity’s main social media channels in a timely and appropriate manner.
* Thanking individual fundraisers in a timely fashion on their own social media pages.
* Identifying potential content for the charity’s Facebook, Instagram and twitter channels, by monitoring internal and external volunteer groups, and liaising with key staff and volunteers.
* Drafting potential content for social media ensuring images are formatted appropriately, have relevant permissions, and are engaging to the charity’s audience, and that copy compromises consistent and effective external messaging to public audiences.
* Assisting with the charity’s social media schedule to include formatting posts via Hootsuite and other platforms.
* Assisting the wider communications team to keep social media and web site messages timely, up-to-date and ensure all content is ‘on message’

**Support charity’s digital marketing and communications activity to include:**

* Identifying, sourcing and formatting suitable copy and images for inclusion in the charity’s regular e-newsletter and e-communications.
* Producing and scheduling e-newsletters and other e-communications using MailChimp.
* Responding to feedback generated from e-communications in a timely and appropriate manner
* Assisting with video editing, copy writing and picture formatting for inclusion in charity’s e-communications.
* Generating ideas for innovative digital marketing and e-communications to contribute to charity’s communications schedule.

**Support charity’s production of printed communications to include:**

* Identifying, sourcing and formatting appropriate copy and images for inclusion in the charity’s printed newsletters, appeal letter and other literature.
* Assisting Digital Marketing and Fundraising Manager with production of printed and merchandise products as required.

**Provide cover to the charity’s supporter development and community fundraising and events activity as required. This is likely to include:**

* Supporting the charity’s merchandise operation in the final quarter of the year – assisting with the processing of Christmas shopping orders and packing Christmas merchandise parcels.
* Supporting the Supporter Development team during busy periods across the year to process appeal donations, upload supporter details, assist with regular mailings and issue relevant correspondence.
* Providing regular cover to the charity’s general enquiry phone line.

**Essential and Desirable attributes for this role:**

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| Excellent organisational skills, time management skills and ability to handle a heavy and fluctuating work load to agreed deadlines. | E |
| Ability to identify suitable content for a range of communication channels and audiences. | E |
| Excellent interpersonal skills, customer service skills and a professional telephone manner. | E |
| Excellent written skills, with high level of attention to detail and experience of tailoring correspondence to a specific audience | E |
| Strong IT skills, including Microsoft Office, email and web administration | E |
| Ability to work both independently without supervision and as part of a team | E |
| Flexible approach and willingness to take on additional tasks to meet the charity’s evolving needs | E |
| Resourcefulness and ability to adapt as new processes are adopted | E |
| Ability to identify ways of improving and streamlining support functions to aid the effectiveness and efficiency of the charity | E |
| Ability to quickly form strong working relationships with remotely based volunteers and colleagues | E |
| Experience of working in a charity or communications team | D |
| Experience of working with volunteers | D |
| Database experience, ideally Zoho and awareness of GDPR. | D |
| Experience of digital marketing, social media channels and print communications. | D |
| Experience of graphic design, artistic capability, photo editing, video editing or other digital marketing skills. | D |

**Personal attributes:**

· Present a professional image of Forever Hounds Trust to all internal and external audiences and act as an ambassador for the charity. At all times work in a way that reflects the charity’s values and ethos.

· Have a flexible approach and willingness to take on additional tasks and duties within the a small team as and when required.

· Be able to identify ways of improving and streamlining support functions to aid the effectiveness and efficiency of the charity.

· Be aware that the role has access to personal data and ensure that no confidential information relating to the activities of the charity or to this data is ever disclosed.

· An interest in dog welfare and rescue would be advantageous, and as a dog-friendly office, be aware that there are often dogs in the office.

· Have a strong empathy and understanding for the work of Forever Hounds Trust, and the emotional maturity to be able to deal sensitively with people on the telephone who may have harrowing dog stories and need our help.