**Job overview and role description**

**Position: Digital Marketing & Engagement Officer**

**Reports to: TBC**

**Pets As Therapy – Our pets and people enriching lives, one visit at a time**

Founded in 1983, Pets As Therapy (PAT) is a charity working to enhance health and wellbeing in the community. We recruit teams of volunteers with temperament assessed-dogs (and a small number of cats) and facilitate regular visits to hospitals, hospices, nursing and care homes, schools and a growing list of other establishments throughout the UK. The therapeutic value of human/animal interaction is now well recognised and PAT is the largest national provider of organised therapy visits by assessed teams, including our popular school literacy support programme ‘Read2Dogs’ (Read to Dogs).

The charity has around 4,000 active volunteer teams visiting a wide range of establishments, including our Read2Dogs in schools, hospitals, residential care homes and prisons. The demand for our services is outstripping our capacity and we have a waiting list of recipients.

We are based at Chalgrove in Oxfordshire, with a small professional team.Our volunteers and recipients are spread throughout England, Scotland, Wales, Northern Ireland and the Channel Islands.

Digital marketing and engagement is key in developing and supporting our PAT community, as well as being an essential part of the organisation’s growth. The overall purpose of this role is to implement all elements of the digital content plan to engage and develop audiences and supporters.

You will have a passion for storytelling and producing engaging content for PAT’s key audiences across multiple digital channels.

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**Role Description**

The Digital Marketing & Engagement Officer is a key post in PAT. The post holder will be responsible for generating content for PAT’s social media channels to engage the PAT community and the wider public.

The post holder will have day-to-day management of our website, social channels and e-shots. To be successful the post holder will have to demonstrate an ability to create compelling content which reflects PATs brand values and identity.

The post holder will also support key communication projects and events as well as creating and generating digital media stories to promote PAT in England, Wales, Scotland and Northern Ireland.

**Main Responsibilities**

* Identify and develop content for all of our digital media channels including managing social media platforms and creating relevant and engaging content, as well as designing graphics and visuals for campaigns.
* Source, generate and post written and visual social media content that engages the PAT community and the wider public, promoting the charity, driving brand awareness, and encouraging action and commitment to PAT’s goals and objectives.
* Produce and edit video content for our social media channels.
* Deliver outstanding communications for different audiences and across multiple channels.
* Act as a first point of contact for social media, responding as appropriate and championing the work of PAT.
* In conjunction with colleagues, act as a brand champion to the rest of the charity on the use of social media, promoting its use and take-up and encouraging greater understanding and use of the charity’s social networking channels.
* Keep abreast of new developments, trends and social media technologies, identifying and recommending opportunities.
* Increase awareness of PAT and its work by working with colleagues to grow our digital and social media presence and increase online income.
* Keep abreast of the issues discussed by our community online via our channels and elsewhere, producing regular community listening reports and feedback to the PAT leadership team.
* Support the development of a database of PAT supporters, volunteers and individuals who are happy to be used in media activities (e.g. TV, digital content, interviews, etc)
* Work with colleagues to build and produce monthly KPI dashboards which will demonstrate the reach and impact of PAT’s digital activities.
* Optimise and deliver SEO and Google Ads campaigns

**General**

* Identify issues that could potentially damage the organisation’s reputation and recommend actions to mitigate this risk.
* Support managing queries concerning digital engagement and wider communications as well as support maintaining the content of the marketing and events calendar.
* Take part in the charity’s out-of-office media enquiries and social media rota as required.
* Attend meetings and events as required, and together with colleagues, work flexibly when required to help the charity to achieve its strategic aims.
* Undertake any other duties as may reasonably be required by the employer in order to achieve our organisational aims.
* This is an outline of the responsibilities and duties of the Digital Engagement Officer; it is not intended as an exhaustive list and may change from time to time. Any changes will be made in consultation with the post holder.

**Person specification**

*Experience, knowledge and qualifications*

* Experience of working with social media in a business environment, with focus on content planning, delivery and user engagement (including social media management platforms such as Hootsuite or Lightful)
* Experience of digital content management
* Experience of planning and delivering successful digital media campaigns
* Experience of writing and editing copy for a variety of online channels and to a range of audiences
* Experience using digital analytics and reporting tools such as Google Analytics, Tag Manager, Google Ads and other in-platform analytics tools such as Facebook analytics
* Understanding of the best use of digital platforms (including social media) to increase awareness and engagement
* Comfortable using image and video editing software, or the willingness to develop these skills
* Good numeracy skills: the ability to transform data and research findings into meaningful accessible reports and action plans
* Degree and / or equivalent professional qualifications and / or relevant experience

*Attitudes and behaviours*

* Committed to the vision, mission and values of the charity
* Creative, innovative and passionate about digital communications
* Highly organised, methodical and efficient with exceptional attention to detail
* Calm under pressure with the ability to manage tight and shifting deadlines

*Communication*

* Strong written and verbal communication skills
* Willingness to promote the charity to a wide range of individuals and external contacts
* Experience of supporter engagement

*Personal*

* Self-motivated and ability to work independently
* Positive outlook and approachable personality
* Team player happy in a small, motivated team
* Empathy with volunteers and an understanding of working with them
* Commitment to Pets As Therapy’s work and mission

**Equality, diversity and inclusion**

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage or civil partnerships.

**Employment terms**

**Hours:** 35 hours a week.

(Flexible working is available, but the role will require some time in the office.)

**Location**: Pets As Therapy Head Office, Hampden House, Chalgrove, Oxfordshire

**Salary:** £22,000 – £24,000 pa

**Pension:** Statutory pension scheme.

**Holiday**: 28 days during a complete holiday year (excluding bank holidays)

**Terms:** Initial 2-year contract with 3-month probation.

Sickness pay and conditions

Facilities at Monument Park include free parking, an outdoor gym and on-site café.

**How to apply**

Send over your CV and an accompanying supporting statement (no more than two sides of A4, minimum size 11 font), telling us why you are suited to the role and what you will bring to the PAT team.

We want to hear how you will be successful in carrying out the role, as well as examples of your recent work.

Please email your application to [marketing@petsastherapy.org](mailto:marketing@petsastherapy.org)

Your application needs to get to us by **Friday 4th February 2022**

We will be shortlisting **w/c** **7th February 2022**

Interviews will take place **Wednesday 16th February 2022**