

## Job description & Person Specification

### Marketing Officer

Cruelty Free International is the leading organisation working to create a world where nobody wants or believes we need to experiment on animals.

Our dedicated team are experts in their fields, combining award-winning campaigning, political lobbying, pioneering undercover investigations, scientific and legal expertise and corporate responsibility. Educating, challenging, and inspiring others across the globe to respect and protect animals, we investigate and expose the reality of life for animals in laboratories, challenge decision-makers to make a positive difference for animals, and champion better science and cruelty free living.

We are widely respected as an authority on animal testing issues and are frequently called on by governments, the media, corporations and official bodies for advice or expert opinion. We work professionally, building relationships with politicians, business leaders and officials, analysing legislation and challenging decision-making panels around the globe to act as the voice for animals in laboratories.

With a history spanning over 100 years, Cruelty Free International has achieved so much for animals. Bringing the issue to public attention with our dynamic and determined approach, we have inspired generations of politicians, decision-makers and compassionate people to make a difference for animals used in experiments. As the problem has grown, we have stepped up to meet the challenge across the world, placing the issue on the global agenda for the first time. We have saved many thousands of animals from a life of suffering in laboratories, and together we can do so much more.

Established in 1898, Cruelty Free International is firmly rooted in the early social justice movement. Our founder, Frances Power Cobbe, was a formidable women's rights campaigner and philanthropist. Previously known as the 'British Union for the Abolition of Vivisection' or 'BUAV', today Cruelty Free International is the leading organisation working globally to consign animal experiments to the history books.

## Proposed Vacancy Details

<b>Job Title:</b>	<b>Marketing Officer</b>
<b>Role:</b>	<b>This is a full time and fixed term position (12 Months)</b>
<b>Location:</b>	<b>Remote working, and occasional attendance at our Hub in London N7</b>
<b>Reporting to:</b>	<b>Head of Marketing</b>
<b>Salary:</b>	<b>Negotiable</b>

## Benefits

- **12 month interest free season ticket loan**
- **31 working days' paid holiday, in addition to Public Holidays'**
- **Employer's Ethical Investor's Stakeholder Pension Scheme**
- **Generous training and professional development allowance**
- **Remote working**
- **Childcare Voucher Scheme**
- **Ride-to-Work Bicycle Scheme**
- **Staff Retention policy**
- **Work Life Support Advisory Scheme (Employee Assistance Programme)**

## Terms & Conditions

Full-time, fixed term position of 12 months duration, with built in flexibility. A mandatory three-month probationary period will be served.

## Summary of Post

Working closely with the Head of Marketing, the Marketing Officer will play an important role in supporting the wider team with marketing, with a particular focus on delivering digital marketing for our fundraising and sustainable business programmes campaigns.

With a minimum two-year proven track record in a marketing role, you will have strong organisational skills, a keen attention to detail, and be a confident communicator with the ability to work with a range of teams to help them deliver campaigns and projects.

You will work closely with the fundraising team to deliver the digital aspects of our fundraising campaigns. Utilising existing supporter data to improve and refine our digital communications to new and existing donors.

You will also work closely with the Head of Marketing and the Sustainable Business Programmes team to deliver digital campaigns for our Leaping Bunny Programme, including scheduling launches and delivering ongoing partner marketing.

We are seeking an individual with solid experience of working as part of a multi-disciplined team to deliver integrated campaigns, ensuring all communications are optimised to drive supporter engagement and loyalty.

An enthusiastic self-starter with a hands-on approach, your marketing knowledge and experience will help advance animal protection on the international stage.

## Key Responsibilities

1. Work closely with the current Marketing Officer to manage and moderate the organisation's social media channels, including scheduling, posting, and moderating our core channels in the UK, EU, and US.
2. Use insight to design and create marketing materials to support delivery of the organisations fundraising and sustainable business programmes campaigns, including graphics, video, digital and printed collateral, liaising with third party suppliers as required.
3. Work closely with the fundraising team to create digital elements for campaigns that increase income. This includes testing, monitoring, and reporting of metrics such as open rates, click throughs, donations, web page visits and other relevant KPIs.
4. Work closely with the sustainable business programmes team to deliver digital elements for campaigns to raise the profile of our Leaping Bunny Programme. This includes testing, monitoring, and reporting of metrics for social media, email, and web campaigns.
5. Copywriting to brief for a range of mediums, including web copy, email, social media, and printed materials as required.
6. Work with the Head of Marketing and current Marketing Officer to support the creation implementation and development of insight driven supporter journeys which aim to increase engagement and drive long-term relationships with supporters.
7. Create regular reports using a variety of analytics tools to measure success of social media, email marketing, and digital campaigns.

8. Maintain best practice compliance with relevant legislation, including the Data Protection Act and GDPR.
9. Work collaboratively with the wider team to ensure communications are on brand and align with the organisational messaging and vision.
10. At the request of the Head of Marketing, undertake any other duties consistent with the post and assist with other areas of work as required.

## Qualifications and personal specification

The requirements listed overleaf are representative of the knowledge, skill, and/or ability required.

Essential	Desirable
<b>Knowledge and technical abilities</b>	
<ul style="list-style-type: none"> <li>• Excellent interpersonal skills, including the ability to take instructions, work well within a team and build relationships with colleagues in different disciplines as well as external stakeholders</li> <li>• Excellent copywriting skills, including the ability to work to a brief and tailor output to meet the needs of different audiences.</li> <li>• Experience of designing, coordinating, and producing campaign materials for both online and offline channels.</li> <li>• Strong organisational skills with the ability to work to use your own initiative in a fast-paced environment and manage competing priorities.</li> <li>• Understanding of analytics and a data-driven approach to marketing.</li> <li>• Proven experience of using email marketing systems (Mailchimp preferable).</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge and understanding of the issues affecting Cruelty Free International.</li> <li>• Understanding of Charity sector.</li> </ul>

<ul style="list-style-type: none"><li>• Proven experience of using website CMS systems such as WordPress or Drupal (Drupal preferable).</li><li>• Experience using Adobe Creative Suite including Adobe Photoshop, Adobe Illustrator, Adobe Illustrator and Adobe Premier Pro or Premier Rush.</li><li>• Ability to present a professional and positive image of Cruelty Free International and group of companies.</li><li>• A positive and flexible approach to work and willingness to work occasional unsociable hours as necessary.</li><li>• At least two years proven experience in a marketing role, ideally within the non-profit sector.</li><li>• Solid understanding of social media platforms including Facebook, Twitter, LinkedIn, Instagram and TikTok.</li><li>• Demonstrable experience using reporting tools for website, email marketing and social media.</li><li>• Excellent track record of handling multiple priorities and working to tight deadlines.</li><li>• Experience of delivering multi-channel campaigns.</li><li>• Willingness to undertake a range of activities and a flexible approach to working in a small charity.</li></ul>	
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**Education and Qualifications**

<ul style="list-style-type: none"><li>• Educated to degree level or with the equivalent work experience.</li><li>• Marketing or digital communications qualification, or equivalent through experience.</li></ul>	
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## Experience

- At least two years proven experience in a marketing role, ideally within the non-profit sector.
  - Solid understanding of social media platforms including Facebook, Twitter, LinkedIn, Instagram, and TikTok.
  - Excellent IT skills, including Word, Excel, and PowerPoint.
  - Demonstrable experience using reporting tools for website, email marketing and social media.
  - Excellent track record of handling multiple priorities and working to tight deadlines.
  - Experience of delivering multi-channel campaigns.
  - Willingness to undertake a range of activities and a flexible approach to working in a small charity.
- Familiarity with SharePoint.

## **Applicant Privacy Notice**

### **What is the purpose of this document?**

Cruelty Free International is a "data controller". This means that we are responsible for deciding how we hold and use personal information about you. You are being sent a copy of this privacy notice because you are applying for work with us (whether as an employee, worker or contractor). It makes you aware of how and why your personal data will be used, namely for the purposes of the recruitment exercise, and how long it will usually be retained for. It provides you with certain information that must be provided under the General Data Protection Regulation ((EU) 2016/679) (GDPR).

### **Data protection principles**

We will comply with data protection law and principles, which means that your data will be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Relevant to the purposes we have told you about and limited only to those purposes.
- Accurate and kept up to date.
- Kept only as long as necessary for the purposes we have told you about.
- Kept securely.

### **The kind of information we hold about you**

In connection with your application for work with us, we will collect, store, and use the following categories of personal information about you:

- The information you have provided to us in your curriculum vitae and covering letter.
- The information you have provided on our application form, including name, title, address, telephone number, personal email address, date of birth, employment history, qualifications.
- Any information you provide to us during an interview.

We may also collect, store and use the following types of more sensitive personal information:

- Information about your health, including any medical condition, health and sickness records.

### **How is your personal information collected?**

We collect personal information about candidates from the following sources:

- You, the candidate.
- Any recruitment agency, from which we collect the following categories of data.
- Your named referees, from whom we collect the following categories of data.

## **How we will use information about you?**

We will use the personal information we collect about you to:

- Assess your skills, qualifications, and suitability for the role.
- Carry out background and reference checks, where applicable.
- Communicate with you about the recruitment process.
- Keep records related to our hiring processes.
- Comply with legal or regulatory requirements.

It is in our legitimate interests to decide whether to appoint you to the role since it would be beneficial to our business to appoint someone to that role.

We also need to process your personal information to decide whether to enter into a contract with you.

Having received your CV and covering letter OR your application form, we will then process that information to decide whether you meet the basic requirements to be shortlisted for the role. If you do, we will decide whether your application is strong enough to invite you for an interview. If we decide to call you for an interview, we will use the information you provide to us at the interview to decide whether to offer you the role. If we decide to offer you the role, we will then take up references before confirming your appointment.

## **If you fail to provide personal information**

If you fail to provide information when requested, which is necessary for us to consider your application (such as evidence of qualifications or work history), we will not be able to process your application successfully. For example, if we require a credit check or references for this role and you fail to provide us with relevant details, we will not be able to take your application further.

## **How we use particularly sensitive personal information**

We will use your particularly sensitive personal information in the following ways:



- We will use information about your disability status to consider whether we need to provide appropriate adjustments during the recruitment process, for example whether adjustments need to be made during an interview.
- We will use information about your race or national or ethnic origin, religious, philosophical or moral beliefs, or your sexual life or sexual orientation, to ensure meaningful equal opportunity monitoring and reporting.

### **Information about criminal convictions**

We do not envisage that we will process information about criminal convictions.

### **Automated decision-making**

You will not be subject to decisions that will have a significant impact on you based solely on automated decision-making.

### **Data sharing Data security**

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal information to those employees, agents, contractors and other third parties who have a business need-to-know. They will only process your personal information on our instructions, and they are subject to a duty of confidentiality. Details of these measures may be obtained on request.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

### **Data retention**

How long will you use my information for?

We will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to the role. We retain your personal information for that period so that we can show, in the event of a legal claim, that we have not discriminated against candidates on prohibited grounds and that we have conducted the recruitment exercise in a fair and transparent way. After this period, we will securely destroy your personal information in accordance with applicable laws and regulations.

If we wish to retain your personal information on file, on the basis that a further opportunity may arise in future and we may wish to consider you for that, we will write to you separately, seeking your explicit consent to retain your personal information for a fixed period on that basis.

## **Rights of access, correction, erasure, and restriction Your rights in connection with personal information**

Under certain circumstances, by law you have the right to:

- **Request access** to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- **Request correction** of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- **Request erasure** of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal information where you have exercised your right to object to processing (see below).
- **Object to processing** of your personal information where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground. You also have the right to object where we are processing your personal information for direct marketing purposes.
- **Request the restriction of processing** of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- **Request the transfer** of your personal information to another party. If you want to review, verify, correct or request erasure of your personal information, object to the processing of your personal data, or request that we transfer a copy of your personal information to another party, please contact the Deputy Chief Executive in writing.

### **Responsibility for data protection compliance**

The Deputy Chief Executive is responsible for overseeing compliance with this privacy notice. If you have any questions about this privacy notice or how we handle your personal information, please contact the Deputy Chief Executive. You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.

