

## **Job description and person specification:**

### **Marketing Officer**

Cruelty Free International is the leading organisation working to end animal testing worldwide.

Our highly experienced and professional team has made real progress around the globe for animals through our positive, innovative, collaborative and trailblazing approach. 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.

Cruelty Free International is widely respected as an authority on animal testing issues, having led the successful campaign for a ban on the testing and marketing of animal-tested cosmetics in the European Union, as well as in a growing number of countries worldwide. We are frequently called on by governments, the media, corporations and official bodies for advice or expert opinion. We work as a trusted partner; building relationships with decision-makers, companies and the media and provide pioneering scientific and legal expertise.

With a history spanning over 100 years, Cruelty Free International leads initiatives dedicated to ending the use of animals to test cosmetics and other consumer products around the world. 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 &amp; permanent position</b>
<b>Location:</b>	<b>Remote working, and attendance of our London-based hub</b>
<b>Reporting to:</b>	<b>Marketing Manager</b>
<b>Salary:</b>	<b>Negotiable</b>
<b>Probation period:</b>	<b>Three months</b>

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### Benefits:

- 12-month interest free season ticket loan
- 25 working days' paid holiday pro rata, in addition to Public Holidays'
- Employer's Ethical Investor's Stakeholder Pension Scheme
- Generous training and professional development allowance
- Flexible working hours
- Childcare Voucher Scheme
- Ride-to-Work Bicycle Scheme
- Staff Retention Scheme
- Subscription to Wellbeing EAP Helpline Support Scheme

### Objective:

Working closely with the Marketing Manager, the Marketing Officer will play an important role in supporting the rest of the team with all aspects of marketing for Cruelty Free International, with a particular focus on managing our digital channels.

With a minimum two-year proven track record in a marketing or social media 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.

The Marketing Officer will also work closely with the Senior Campaigns Officer to design and deliver integrated advocacy and fundraising campaigns ensuring all communications are optimised to drive supporter engagement and loyalty.

## **Key Responsibilities:**

### **Objectives**

1. Day-to-day management including scheduling, posting and moderation of the organisation's social media channels for the UK, EU and US.
2. Assist in designing and creating marketing materials briefed by the Senior Campaigns Officer to support delivery of the organisations fundraising and advocacy campaigns, including graphics, video, digital and printed collateral, liaising with third party suppliers as required.
3. Manage the organisation's social media content and schedule, using insight to create engaging content that supporters want to engage with in our target territories.
4. Design, test, deliver and evaluate email marketing campaigns as required by the Marketing Manager and Senior Campaigns Officer to drive supporter engagement, income and campaigner actions.
5. Copywriting to brief for a range of mediums, including web copy, e-newsletters, social media and printed materials.
6. Day-to-day management of the Cruelty Free International website, including adding and removing content, updating Leaping Bunny approved brands and uploading latest news, ensuring the website content is in line with the brand and tone of voice.
7. Support the Marketing Manager in delivering the social media and brand strategy for Cruelty Free International.
8. Day-to-day management of the Cruelty Free International merchandise store.
9. Proactively support the wider team to ensure that the integrity of the CRM database is maintained to a suitably high standard.
10. Create regular reports using a variety of analytics tools in order to measure success of social media, email marketing and digital campaigns.
11. At the request of the Marketing Manager, undertake any other duties consistent with the post and assist with other areas of work as required.

**Personal Specification**



<p><b>Essential</b></p>	<p><b>Expertise/Competence/Skills</b></p> <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>• Proven expertise in campaigning and advocacy including developing creative ways to engage existing and new audiences in campaigns to achieve change.</li> <li>• Excellent communication copywriting skills, including the ability to work to a brief and tailor output to meet the needs of different audiences.</li> <li>• Solid understanding of digital and traditional marketing channels, online advocacy platforms and social media platforms.</li> <li>• Ability to work on own initiative in a fast-paced environment and manage competing priorities.</li> <li>• Experience of designing, coordinating and producing campaign materials, including for online channels.</li> <li>• Understanding of analytics and a data-driven approach to marketing and campaigning.</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> </ul> <p><b>Qualifications (IT/Academic/Vocational)</b></p> <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</li> </ul>
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	<p>experience.</p> <p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• At least two years proven experience in a marketing or social media role.</li> <li>• Experience with digital marketing channels, including websites, email marketing and organic/paid social media.</li> <li>• Demonstrable expertise in Google Analytics, email marketing platforms, online advocacy platforms and CRM databases.</li> <li>• Excellent track record of handling multiple priorities and working to tight deadlines.</li> <li>• A commitment to and understanding of animal protection issues.</li> </ul>
<p><b>Desirable</b></p>	<p><b>Qualifications (IT/Academic/Vocational)</b></p> <ul style="list-style-type: none"> <li>• Experience of using Mailchimp and Engaging Networks or similar.</li> <li>• Experience of using Salesforce.</li> <li>• Experience of using 3rd party campaigning platforms such as Change.org or similar.</li> <li>• Experience of video editing and graphic design using Adobe Creative Suite.</li> <li>• Familiarity with the charitable and not-for-profit sector.</li> <li>• Experience of working in a cause-based campaigning environment</li> </ul>

## **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).

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### **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.