

Role Profile

Role Title: Marketing Officer	Responsible to: Head of Marketing
Department: Commercial team	Responsible for: N/A
<p>Purpose of role</p> <ul style="list-style-type: none"> Responsibility for marketing initiatives to support Canine Health Schemes (CHS), BVA's official charity - the Animal Welfare Foundation (AWF), and the BVA marketing department. 	
<p>Key responsibilities</p> <ul style="list-style-type: none"> Understanding the objectives of CHS and AWF 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 and AWF 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; Digital marketing across all channels, including email, updating the website, social media, and SEO 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; Marketing of events, particularly the AWF Discussion Forum 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. 	
<p>Scope of role</p> <ul style="list-style-type: none"> 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 	
<p>People</p> <ul style="list-style-type: none"> 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 is 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;
- 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;
- Experience of working with agencies and designers, and providing clear briefs;
- 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;
- The ability to manage budgets;
- Marketing or related degree required.

Desirable

- Experience of working for a charity, membership body, or animal welfare organization
- Interest in animal welfare
- Experience of digital marketing including social media, SEO, and email marketing;
- Proven project management experience;
- Understanding and experience of events.