

COMMUNICATIONS AND DIGITAL MARKETING OFFICER

Terms of employment: Full time, permanent

Position location: Remote, in the UK. Must be available to travel to London team meet-ups once a month (at own cost)

Hours: 35 hours per week

Compensation: £25,000-£26,500

Line-manager: Executive Director

Deadline: Applications accepted on a rolling basis

Overview

Animal Equality is an international animal protection organisation working with society, governments and companies to end cruelty to farmed animals. Animal Equality has offices in the United Kingdom, United States, Germany, Italy, Spain, Mexico, Brazil and India.

A critical member of the UK team, the Communications and Digital Marketing Officer leads on the delivery of a cohesive digital marketing strategy, while ensuring that all organisational content aligns with Animal Equality's organisational brand and values.

Responsible for growing the organisation's online audience, the Officer engages new and existing donor, prospect and fan bases, using effective and innovative digital marketing strategies. Responsible for handling video production, website content creation, organic reach and SEO, as well as day-to-day community engagement on Animal Equality UK's social media platforms, the Officer ensures that public-facing content reflects and furthers the lifesaving work that Animal Equality carries out on behalf of farmed animals.

General Responsibilities

- **Develop and manage innovative marketing and digital fundraising campaigns:** with the goal of acquiring, renewing and retaining donors, create and strengthen our digital marketing channels to drive understanding of and engagement with the organisation, growing the charity's digital presence and donor engagement.
- **Oversee the charity's website:** develop and manage landing pages and donation forms; optimise Animal Equality's website for effective communication and recruitment, including oversight of design and navigation.
- **Create, manage, and optimise paid campaigns:** run ads on Meta, YouTube and other relevant platforms to secure high-quality supporters at the most cost-effective rate possible. Manage our Google Ads grant, maximising the return on investment.
- **Engage with online audiences:** build, captivate and engage with new and existing online audiences using a multi-channel approach. Tell the true stories of farmed animals to new and existing audiences, in an accessible, digestible way.
- **Direct video content:** work with Animal Equality's international Video Department to produce compelling videos to engage members of the public and expand Animal Equality's reach.
- **SEO:** execute Animal Equality's SEO strategy, using keywords and creative techniques to encourage novel audiences to engage with our content digitally.
- **Process Gift Aid claims:** compile the necessary records on donors who have expressed eligibility for Gift Aid and claim the payments accordingly.

- **Manage the upkeep of our fundraising databases:** support our Copywriting Coordinator to conduct maintain accurate supporter records and help to improve the efficiency of our CRM processes.
- **Use metrics to refine fundraising strategies:** measure, evaluate, analyse, test and improve current fundraising strategies to enhance participation and revenue. Driven

by Objectives and Key Results, pay close attention to the UK editorial calendar to ensure content delivery is timely, carefully-curated, targeted and data-driven.

Individual Attributes Required

- Creative and solutions-oriented
- Attentive to details
- Data-driven
- Communicative, with strong interpersonal skills
- Curious and proactive
- Self-motivated

Position Requirements

Essential:

- A minimum of two years of related work experience in direct response fundraising and marketing, preferably at a non-profit advocacy organisation
- A commitment to Animal Equality's vision, mission, strategy, objectives and culture
- Hands-on experience with varying social media platforms and scheduling tools such as Hootsuite, with a keen interest in digital trends and developments
- Working knowledge of Google Analytics, Wordpress, and SEO techniques such as keyword research
- Strong data analysis experience
- Basic understanding of HTML
- Able to handle confidential matters
- Adherence to a vegan diet

Preferred:

- Proven experience with digital marketing platforms including CRMs (Salesforce and Pardot preferred), email marketing tools, CMS, connectors and plug-ins
- Solid experience with digital technology and editing software (e.g. Avid Media Composer, Lightworks, Premiere, After Effects, or Final Cut)
- Experience with building and maintaining donation forms, surveys, and other user engagement features, and running reports/interpreting audience analytics
- Experience using A/B testing in advocacy, fundraising and/or marketing capacity

Salary and Benefits

Salary band £25,000-£26,500, depending on experience. This is a remote working opportunity (UK-based candidates only); colleagues are expected to attend mandatory monthly meet-ups in central London.

Application Process

The interview process comprises a multiple-stage interview and Skills Test.

Applications

For informal enquiries please email us at careers@animalequality.org.uk or call our team on 0207 993 5348. Applications should be submitted online at <https://animalequality.org.uk/jobs/>

Applications should comprise a full curriculum vitae, an accompanying cover letter, and answers to the following questions:

1. Why do you want to work for Animal Equality?
2. What will you bring to Animal Equality?

Animal Equality is an equal opportunities employer; we welcome applications from all suitably qualified persons, regardless of their race, sex, disability, religion, sexual orientation, gender identity or expression, or age. We are especially keen to encourage applications from: individuals who are Black and / or of the global majority; people with disabilities; and lesbian, gay, bisexual and transgender people. We are also proud to be a Disability Confident Employer and we will endeavour to accommodate any reasonable adjustments that individuals may require throughout the application process.

Animal Equality is a registered charity (England and Wales), no. 1168309.