



Training and Engagement, Veterinary, Behaviour, and Operations – Training and Engagement

Job Title:	Learning Campaign Manager
Reporting to:	Head of Training and Engagement
Location:	Dublin Rehoming Centre / Hybrid with travel to external sites required

Job Purpose

The Learning Campaign Manager is responsible for designing, delivering, and optimising targeted learning campaigns that drive awareness, participation, and impact across the organisation's learning initiatives. Combining marketing techniques, project management skills, and understanding of adult learning principles, this role ensures learning programs reach the right audiences and contribute to organisational goals.

Working closely with the Training and Engagement Manager and Head of Department, this role brings learning interventions to life, connecting content with dog owners who need it most in meaningful and impactful ways. The role manages campaigns across multiple workstreams including dog lifecycle content, adult learning, just-in-time content, and resources for professionals in dog tertiary service.

Overview of the Department/Team

Dogs Trust is the largest dog welfare charity in the Republic of Ireland, brand is part of the Dogs Trust Group.

The Training and Engagement programme within Dogs Trust aims to educate the community by increasing knowledge and introducing key values to change attitudes about dog ownership and overall canine welfare in Ireland. All educational interventions are strategically linked to the overall Dogs Trust mission.

The objective of this department is to develop a holistic approach for engaging and empowering humans across Ireland to help all dogs live life to the full now and in the future under our strategy. This pro-active work focuses on spreading knowledge within all communities about dogs' needs far and wide to prevent problems becoming crises. At a grassroots level, the objective is to move closer to owners, potential owners, those who care for dogs and the public to influence positive relationships.

The team creates and delivers programmes, workshops, and content across the Republic of Ireland to support dog owners, professionals, and community organisations. All content is developed with dog owner and dog welfare at its centre, using tailored approaches that address the diverse needs of different communities and audiences.

Work within the department falls under two key pillars, as identified by stakeholder research:

Voice of the dog owner: dog owners seek guidance reactively, driven by immediate queries. We aim to educate dog owners to support them across the dog and human lifecycle, with the appropriate learning resources and interventions being available at every stage. By facilitating access to reliable information, we can empower them to advocate effectively for their canine companions throughout their lifespans. A core objective of this pillar is to support owners before the point of crisis, moving further up in the services provision.

Voice of the trusted expert: who dog owners turn to for guidance and information relating to their dog. By equipping professionals in dog tertiary services with up to date, accessible and valid information we can bridge the gap between where owners go for the expert voice and provide upskilling opportunities for those working within these services. Dogs Trust Ireland aims to be a leader in this field, supporting and empowering those self-appointed individuals and attempting to fill the current knowledge gap within the current national landscape.

This role will report to the Head of Training and Engagement. This is a hybrid working role, and post holders will be required to travel to Head office located within the Dublin centre, as well as other locations around Ireland for department meetings, so a full Irish driving licence with access to own transport is essential.

Key areas of accountability

Campaign Strategy and Planning

Engage as a support the lead driver for the planning and execution of our learning campaign strategies.

- Lead design, planning, and execution of learning campaign strategies aligned with departmental strategic plans
 - Create annual and quarterly strategic marketing plans including content timelines and gap analysis for future development
 - Develop end-to-end campaign deployment including timelines, budgets, success metrics, and communications
 - Identify target learner segments and tailor messaging accordingly across digital and physical channels
- Create always-on learning campaigns to act as signposts for additional content and coordinate with IT, marketing, and other departments for campaign launches

Content Creative, Development and Execution

- Collaborate with content creators, subject matter experts, and Learning Experience Designer to develop compelling campaigns that address end user needs
- Manage content development across multi-channels including engaging copy, marketing assets, visual content, and social media scheduling
- Create learning campaign opportunities across all department workstreams, reacting to user needs and lifecycle triggers
- Conduct ongoing assessment of learning intervention assets including trend analysis, user sentiment, and persona research
- Stay current with marketing trends and integrate insights from internal research and Dogs Trust UK campaigns adapted for Irish context
- Plan and manage campaigns across various formats and delivery methods to ensure accessibility for all communities
- Assess and evaluate campaign success through tailored metrics and real-time engagement analysis
- Analyse learning data to identify trends, participation gaps, and improvement opportunities
- Work with senior team to translate data insights into business decisions and demonstrate ongoing impact

Maintain agile approach to campaign development based on data and evidence
<u>Stakeholder Management</u> This role will be vital to showcase the work across the Training and Engagement department, as well as external and internal stakeholders to demonstrate impact. - Manage schedules and timelines of content across various learning intervention formats - Collaborate with internal teams to ensure consistency across branding, messaging, and calendar alignment - Work closely with Communications and Fundraising teams to identify cross-collaboration opportunities - Provide campaign analysis, recommendations, and reports for different stakeholder groups - Manage external vendors for digital management, photoshoots, videography, and other campaign resources - Collaborate within animal welfare sector to identify partnership and joint campaign opportunities
<u>Policy implementation:</u> - Conduct all activities within relevant legal frameworks, best practice guidelines, and Dogs Trust brand guidelines - Guide creation and implementation of policies specific to learning technologies - Act as media spokesperson where appropriate, engaging in interviews and external representation
Any other reasonable duties.

Person Specification
<i>Essential skills, qualifications, experience, and attributes</i>
Campaign Management Expertise: Proven experience in designing, planning, and executing multi-channel marketing or learning campaigns from inception to completion, including managing timelines, budgets, and success metrics.
Content Development and Marketing Skills: Demonstrated ability to create compelling marketing copy, visual content, and campaign materials across digital and physical channels, with strong understanding of audience segmentation and tailored messaging.
Data Analysis and Evaluation: Strong analytical skills with experience in measuring campaign performance, conducting trend analysis, interpreting engagement data, and translating insights into actionable recommendations and business decisions.
Project and Stakeholder Management: Excellent organisational skills with experience coordinating multiple workstreams, managing external vendors, and collaborating effectively with cross-functional teams including IT, communications, and senior leadership.
Understanding of Adult Learning Principles: Knowledge of how adults learn and engage with educational content, with ability to apply these principles to campaign design and delivery methods.
Digital and Social Media Proficiency: Strong working knowledge of digital marketing channels, social media platforms, content scheduling tools, and emerging marketing trends and technologies.
Full Irish Driving Licence with Access to Own Transport: Essential for travel to head office in Dublin city centre and other locations across Ireland for meetings and campaign activities.
Commitment to the aims and objectives of Dogs Trust.
<i>Desirable skills, qualifications, experience, and attributes</i>
Qualification in Marketing, Communications, or Related Field: Degree or professional qualification in marketing, digital marketing, communications, instructional design, or related discipline.

Experience in Non-Profit or Charity Sector: Previous work within animal welfare organisations, charities, or purpose-driven organisations with understanding of their unique communication challenges and opportunities.
Knowledge of Irish Communities and Context: Understanding of the Irish cultural landscape, community structures, and how to adapt campaigns for diverse audiences across the Republic of Ireland.
Media and Public Relations Experience: Confidence in acting as a media spokesperson, participating in interviews, and representing the organisation externally.
Learning Technology and Platform Experience: Familiarity with learning management systems, digital learning platforms, or educational technology tools used for content delivery and engagement tracking.
Creative Design Skills: Basic skills in design software (e.g., Canva, Adobe Creative Suite) or experience working closely with designers to produce marketing assets and visual content.
Experience in Behaviour Change Communications: Understanding of how to design campaigns that influence attitudes and behaviours, particularly in educational or public health contexts.
Partnership and Collaboration Experience: Track record of building successful partnerships with external organisations, identifying joint campaign opportunities, and working collaboratively across the animal welfare sector.

Our values and behaviours
The culture at Dogs Trust is based on our values and behaviours which underpin everything that we do. <u>We dream big</u> Thinking boldly – We channel our passion and commitment to be open to new ideas and possibilities, and to be brave enough to generate and try out new ways of working. Embracing change – We have the courage, imagination and flexibility to focus on what really matters and adapt as needed to turn our dreams into reality. <u>We're on the ball</u> Staying curious – We pay attention to what's going on around us and remain open-minded. We learn from others and consider different angles and perspectives. Focusing on impact – We are passionate about the difference we make. We use our knowledge and experience to plan our work, solve problems effectively and achieve what we set out to do. <u>We make things happen</u> Being proactive – We have a positive, can-do attitude. We actively build strong relationships with others to solve problems and create opportunities. Working together – We are collaborative and inclusive. We create relationships based on kindness, trust and respect to bring out the best in ourselves and others.

Additional information
This role is based at our Dublin Head Office in Finglas, but hybrid working is expected. Post holders will be required to travel to Head office located within the Dublin centre, as well as other locations around Ireland for department meetings, so a full Irish driving licence with access to own transport is essential. Last revised: October 2025

