



## COMMUNICATIONS

<b>Job Title:</b>	Digital Marketing Assistant
<b>Reporting to:</b>	Digital Marketing Manager
<b>Responsible for:</b>	N/A
<b>Location:</b>	Rehoming Centre Dublin (Hybrid working)

<b>Job Purpose:</b>
To provide support to the digital marketing team on all day-to-day tasks and administration, to play a key role in ensuring our audiences have a positive digital experience with us and help people to know and love the charity and support our work. This will include content management, digital advertising and data management with an additional focus on digital fundraising.
<b>About the Department and role:</b>
<p>Dogs Trust is the largest dog welfare charity in Ireland. Our Rehoming Centre is in Dublin but thanks to our Regional Rehoming program, we can rehome dogs all over Ireland without the need for adopters to travel to Dublin. Last year, Dogs Trust Ireland rehomed over 1,000 dogs.</p> <p>The Digital team strives to create a seamless and integrated digital experience to ensure a first-rate end-to-end experience for dog lovers, dog owners and supporters.</p> <p>The Digital team sits within the Fundraising department and reports into the Head of Development. Dogs Trust do not receive any government funding, so fundraising plays an important role in the organisation. We help people know, love, and understand the charity and take action to support the charity's work. We use our understanding of Dogs Trust and audience need to ensure our impactful and creative on-brand initiatives and communications reach as wide and as relevant and audience as possible. We work with the PR &amp; Communications team on liaising with the media and celebrities and engaging directly with our supporters. We play a crucial role in evolving the digital supporter experience of Dogs Trust.</p>

<b>Key Job responsibilities</b>	<b>Approx. percentage of time*</b>
Responsible for supporting the digital experience our audiences have with Dogs Trust Ireland. This will include the research and development of innovative digital products and services to improve supporter experience. Collaborate with colleagues in the Fundraising and Communications teams to achieve this.	15%
Monitor, respond to and update social media feeds (including but not exclusive to Facebook, Instagram, LinkedIn and TikTok) so that we continue to be a leading voice on social media.	15%
Undertake video and photo capture and editing when required so that we can portray an attractive image of Dogs Trust to our digital audience. Liaise with Media team members in the rehoming centre and provide appropriate support to them in their roles.	15%

Undertake general website content maintenance and update pages to keep them current with copywriting which compels our audiences to take action.	15%
Lead on analysis and reporting – gathering data from across digital platforms and feeding it into the wider team. Flag any interesting data/learnings to colleagues that helps the team understand more about our audiences.	15%
Contribute to innovation and ideas by monitoring trends and making suggestions to the team. As appropriate, develop these ideas into activities, supporting the wider team in their goals	10%
Undertake general administrative activities that support the Digital Marketing team	10%
Engages in relationships with suppliers such as monitoring tools.	<5%
Any other reasonable duties.	<5%

\*For guidance only. This is averaged out over the year.

<b>Other key areas of activity:</b>
<b>Management of Resources: All employees are responsible for managing their own time and resources.</b>
Financial Responsibility:
N/A
Management of people
N/A
Provides some guidance to Media Assistant in rehoming centre
<b>Health and Safety:</b>
All individual employees have a duty of care of their own health and safety and that of others who may be affected by your actions.
<b>Data Protection: All staff are responsible for ensuring they understand and apply the rules and policy for data management.</b>
Responsible for the accurate processing and storage of data within their remit.
<b>Major internal and external relationships:</b>
Working with the digital team as well as key Communication and Digital team members, centre staff and other senior management.

<b>Person specification:</b>	<b>A</b>	<b>I</b>	<b>E</b>
Digitally minded with a willingness to learn new processes and tools	X	X	
Demonstrable interest in working in a digital-focused role	X	X	
Excellent organisational skills	X	X	
Strong communication skills, particularly written	X	X	
Ability to multitask	X	X	
Ability to develop creative ideas		X	X
Ability to communicate as a brand, following brand guidance and adopting our tone of voice			X
Great team player who considers and aids others		X	
Understanding of content management systems and ideally experience in using them	X	X	
Confidence and proficiency in MS office suite including Word, Excel, PowerPoint	X	X	
Analytical with good attention to detail	X	X	X
Understanding of Google Analytics to make informed content decisions	X	X	
Passionate about the cause and about delivering exciting impactful work	X	X	
Ability to show tact and discretion when dealing with sensitive and confidential information	X	X	
<b>Desirable:</b>			
Previous experience of working with organisation-owned SM accounts	X	X	
Basic skills in photoshop (or equivalents) and video editing	X	X	X
Experience in community management	X	X	X
Experience of using databases	X	X	
<b>Revised: September 2022</b>			

When assessment will take place: A= Application; I = Interview; E = Written Exercise/Practical Task

*The duties in this job description may change from time to time following a review and in discussion between the post holder and Line Manager / Director.*