



## **Marketing Officer**

### **Information Pack**

# Contents

**01**

**Introduction**

**02**

**Who We Are**

**03**

**What We Do**

**04**

**How We're Organised**

**05**

**Strategy**

**06**

**Job Description**

**07**

**Person Specification**

**08**

**How To Apply**

**09**

**Timeline**

# Introduction

Dear Candidate,

We're looking for a talented and passionate Marketing Officer to join our team.

This role would suit an enthusiastic and creative individual who is skilled at working across digital comms projects using their marketing and communications knowledge and skills.

You'll support the Marketing and Communications Manager with online and offline marketing activity to help the charity reach and engage animal lovers across Northern Ireland.

If you feel you have the passion, experience and skills please complete the application pack.

Yours sincerely

Siobhan McHaffie

Director of Operations and Development



# Who We Are

The USPCA is the second oldest Animal Welfare Charity in the world. It was founded in 1836 by Commander Francis Anderson Calder, a retired navy officer, as the Belfast SPCA. The eventual name change from Belfast to Ulster SPCA acknowledged the scale, scope and success of the Charity's expanded operations across the province.

The Charity's first initiative was to erect water troughs across the city for the sustenance of the heavily burdened working horses in industrial Belfast. Just over a year after its inception the charity had successfully lobbied for the Act of Parliament 'relating to the cruel and improper treatment of animals' to be extended to Ireland.

The purpose of our founders to 'Prevent Cruelty and Relieve Suffering' remains as the driving force for our charitable activities today. Whilst there are heartless individuals willing to inflict unnecessary suffering on animals the need for the USPCA remains.





# What We Do



## Veterinary Clinic

The USPCA Veterinary Practice is dedicated to the relief of animal suffering. The clinic is open six days a week and provides a full range of veterinary services to animals. For owners who struggle to afford essential veterinary treatment, a discount of up to 50% is available.

## Wildlife Rescue

Our Wildlife Team respond to hundreds of calls, bringing injured animals for examination by a USPCA vet. Badgers, birds of prey, hedgehogs, swans, and foxes are just some of the animals rescued and treated at the USPCA and released back into their native habitat. Where it is not possible for one of our team to attend, we operate a Veterinary Voucher Scheme to ensure pain relief is available through a local vet.



## Animal Rehoming

Where an individual is not able to look after their companion animal because of changed circumstances or where an animal has been abandoned, the USPCA will ensure the animal finds a loving home. All animals are health checked by our vet before being rehomed and a home check is carried out to ensure a successful match.

# What We Do



## Investigations

Investigations into serious welfare abuses that often take place well away from the public view are a very important aspect of our work.

In recent times Badger persecution, Cock Fighting, Dog Fighting, Puppy Farms and the illegal trafficking of pups have all been subjected to USPCA scrutiny. Information gleaned through our investigative expertise has been passed to enforcement agencies and successful prosecutions have resulted.

## Pet Parcels

When the USPCA became aware of a marked growth in the numbers of families resorting to foodbanks the charity decided to offer the food banks pet food parcels.

Companion animals receive first rate nutrition and pest control products donated by suppliers and the public. Assistance that ensures much loved pets can remain healthy and homed despite financial adversity.



## Animal Education

By applying the old saying “prevention is better than cure”; through our schools outreach education programme we give sound advice and guidance to future generations, promoting responsible pet ownership and an appreciation of our native wildlife. Presentations are given at schools and colleges and we also host visits at our animal shelter and rescue centre in Newry.



# What We Do



## Campaigns

The advancement of animal welfare is one of the primary precepts in the USPCA mission. Working against a backdrop where Northern Ireland has fallen further behind the rest of the UK in legislating to enhance animal welfare; the USPCA continues to engage with the NI Assembly to inform and influence the debate on a range of priority animal welfare issues.



## Social Enterprises

In order to help fund our animal welfare work, we operate several social enterprises. These include our Grooming Room, where we have a team of groomers who offer paid appointments for members of the public.

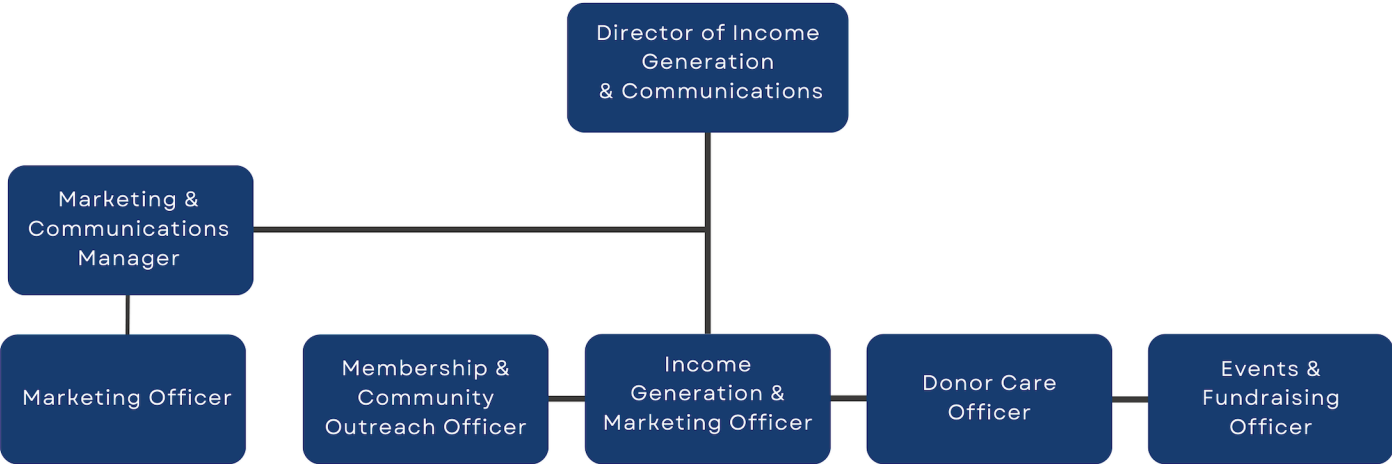
We have a vet clinic which supports a mix of private clients and our own animals, and a pet supplies outlet at our head office in Newry.

We also have three charity retail stores – Lurgan, Banbridge and Lisburn. We receive no government funding for our animal welfare work, so these outlets provide much-needed income for the charity.



# How We Are Organised

## INCOME GENERATION AND COMMUNICATIONS TEAM STRUCTURE



# Strategy

## Vision

Our vision is:

“A society where all animals are respected and free of unnecessary suffering.”

## Mission

Our mission continues to reflect the objectives of our founders:

“The prevention of cruelty to animals, the relief of suffering in animals and the advancement of animal welfare.”

## Values

The USPCA is independent and objective in the pursuit of its founding principle – the relief of suffering in animals.

The USPCA delivers its services with integrity and openness, building trust with service users and stakeholders.

The USPCA staff and volunteers are passionate and committed in their support of animal welfare and the relief of animal suffering; and strive for excellence in the delivery of our services.

## Strategic Objectives

Our new three-year Strategic Plan will enable us to move forward to realise our ten-year vision.

# Job Description

**Job Title** Marketing Officer

**Reporting to** Marketing & Communications Manager

**Location** Units 5 & 6 Carnbane Industrial Estate Newry/hybrid

**Hours** 35 per week

**Starting Salary** £24,000

## Principal Function

The Marketing Officer will play an important part in the overall USPCA Marketing and Communications Strategy to help secure support for fundraising campaigns, commercial services, and the charitable services across Northern Ireland. Responsible for content creation and marketing and communications activities, the Marketing Officer will bring stories to life through powerful content, and provide effective support across our communications planning, campaigns and activities.

The Marketing Officer will help enhance the profile of USPCA with the public, including donors and media and increasing brand awareness both internally and externally.

The Marketing Officer will assist with the development, creation and delivery of, targeted and compelling digital content across the USPCA's social media platforms that will inspire and engage existing audiences as well as build new audiences.

## Principal Duties

To support the USPCA Marketing and Communications Strategy.

To assist the Marketing & Comms Manager by creating and scheduling organic and paid content (Twitter, Facebook, Instagram, TikTok and LinkedIn) to promote activity and news to relevant audiences and supporting/sharing other organisations' activity as appropriate.



To assist with the maintenance of the USPCA content calendar.

To respond to USPCA social media messages and comments in line with the USPCA policies.

To monitor and report on website and social media traffic including advertising campaigns using tracking and Google Analytics.

To plan and implement any other ongoing promotional marketing and communications materials as required for all USPCA services both commercial and charitable.

To maintain brand assets at a high level (including logos, visual style, key messaging and photography) and ensure that brand guidelines are followed.

To help design and place advertisements for the promotion of USPCA services.

To liaise with graphic and website designers.

## **General and other duties**

To deal with members of the public in a professional manner.

To manage all data relating to clients in accordance with GDPR legislation and confidentiality.

To promote the good image of the USPCA both internally and externally by communicating in a positive manner.

Such other duties as allocated from time to time.

## **While at work all staff are required to:**

Take care of their own health and safety and that of others who may be affected by their acts and omissions.

To operate in line with USPCA policies and procedures.

# Person Specification

## Qualifications

3rd level qualification in a digital marketing or communications-related discipline.

GCSEs in English & Maths at grade C or above.

## Essential Experience

At least two years experience within a marketing role, with up to date knowledge of digital marketing activities and communication channels.

Creative storytelling ability and copywriting experience.

Experience using graphic design platforms such as Canva.

Content development and creation experience that includes photographing and filming subjects to a high standard for use on all platforms including TikTok and Instagram/Facebook Reels.

Experience in the use of WordPress and/or other website maintenance application.

Experience using content scheduling platforms.

## Desirable

Knowledge of retail marketing

Experience in measuring and reporting web and social media analytics.

Professional photography/videography experience.

Experience with various marketing platforms such as Linktree, QR Code Generator and Bitly

## Knowledge and Skills

Strong written and verbal communication skills.

Competence in IT systems including Microsoft Office.

Results orientated.

Excellent time management skills.

Ability to think both creatively and strategically.

## Attributes

Personal commitment to achieving high performance within the workplace.

Commitment to animal welfare.

Highest level of integrity and ethics, aligning to the USPCA values.

Confidence, credibility and adaptability to change.

Full clean driving licence and access to a car

# Next Steps

Please complete the application form and return by email to:  
[recruitment@uspca.co.uk](mailto:recruitment@uspca.co.uk)

Or sent by post to the following address:

USPCA  
Personnel – Confidential  
Units 5–6 Carnbane Industrial Estate  
Newry  
BT35 6PQ

You will also be asked to submit a separate equality monitoring form.

## **Equality Monitoring**

Along with your application form, you will be asked to complete and return the Equal Opportunities Monitoring form. Details will not be disclosed to anyone involved in shortlisting your application.

## **Disability**

In accordance with the Disability Discrimination Act a person is disabled if they have, or have had, “a physical or mental impairment which has, or has had, a substantial and long-term adverse effect on your ability to carry out normal day to day activities”.

If you consider yourself to have a disability relevant to the position for which you are applying, please contact [recruitment@uspca.co.uk](mailto:recruitment@uspca.co.uk) so that we can process your application fairly, make any specific arrangements for your interview, and make any necessary reasonable adjustments or adaptations, or provide any aids to assist you in completing the duties of the post if appointed.

## **Equal Opportunities**

The USPCA is an Equal Opportunities Employer and all applications for employment are considered strictly on the basis of merit.



# Timeline

MAY

MONDAY 20TH MAY 2024, 12 NOON

- Application form and Equality Monitoring to be submitted.

MAY

TUESDAY 28TH MAY 2024

- First Interview
- Second Interview date TBC





# USPCA

PROTECTING ALL ANIMALS ESTD 1836

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T: 028 3025 1000

