



naturewatch foundation

ADVANCING ANIMAL WELFARE

CAMPAIGNS & MARKETING ASSISTANT

Full-time, permanent position – 35 hours per week, Monday to Friday, 9am to 5pm

Salary: Circa £22K full time

Location: Cheltenham, with some home working (x3 days in central Cheltenham, Gloucestershire office)

An exciting opportunity has arisen at Naturewatch Foundation to play a role in delivering marketing and communications of the charity's campaigns to improve the lives of animals.

Job Description

Are you passionate about animal welfare and looking to kick-start your career in marketing and communications? Join our dedicated, award-winning team at Naturewatch Foundation, where our mission is to prevent animal cruelty and make a meaningful impact on the lives of animals. As a Campaigns and Marketing Assistant, you'll support the delivery of impactful marketing campaigns, social media and communications initiatives, including high-profile projects like World Animal Day and various events.

To be considered, we'll be looking for motivated candidates with relevant work experience or skills developed in a marketing, communications, journalism, or animal welfare (or related) degree. The successful candidate would need to be organised, with a sharp eye for detail, able to deliver projects on time, whilst working as part of a team. You'll need strong Microsoft Office skills, ability to use design software (such as Canva and/or Adobe (InDesign, Photoshop), and crucially a good understanding of how to use a range of social media platforms effectively for the charity as well as how best to communicate with journalists and the media on sensitive topics. This role reports into the Marketing and Website Manager but works closely with our Campaign Managers helping to deliver the marketing and communications of effective animal welfare campaigns.

This is a full time and permanent role offering a salary around £22k pa, depending on skills and experience.

If this is you, we would love to hear from you.

Essential Skills

- Excellent written and verbal communication skills
- Knowledge of creative marketing and communications techniques
- Experience with using social media platforms
- Knowledge of the media and effective working with journalists
- Competent with Microsoft Office software such as Excel, Word, PowerPoint
- Competent with design software such as Canva, Adobe InDesign and Photoshop
- Able to organise events

- Good time management skills with the ability to plan, prioritise workloads, work quickly and accurately under pressure and to deadlines
- Able to work effectively as part of a small team, and interact with colleagues in a helpful and supportive manner
- Hard working, motivated and with a can-do positive attitude
- Able to handle sensitive, sometimes distressing information regarding animal welfare and the link with domestic abuse

Desirable Skills

- Knowledge of campaigning and lobbying techniques
- Research experience
- Web design skills
- Willing to network
- Creative copywriting experience
- Understanding of animal welfare issues

Requirements

- Happy to work in our small Cheltenham office a minimum of three days a week, and work remotely including from home on other days, plus willingness to attend meetings elsewhere as necessary
- Commitment to the objectives of the charity
- Agreeable to attend local, national and possibly international events occasionally and carry out any other reasonable tasks asked of you
- Start date January/February 2025

To apply:

Please send your CV and covering letter outlining your relevant experience and skills and including why you would like the position to sarah@naturewatch.org. Applications without a cover letter may not be considered for interview. Please include 'Campaigns and Marketing Assistant Job Application' in your application.

Closing Date: Wednesday 11th December 2024 We may contact applicants selected for interview prior to the closing date.

Find out more about Naturewatch Foundation:

www.naturewatch.org www.worldanimalday.org.uk

Naturewatch Foundation is a charity registered in England and Wales 1039679