

Marketing Officer Job Information

Reports to: Campaigns and Digital Marketing Manager

Hours: Full time (35 hours per week, 9am to 5pm, Monday to Friday)

Location: The Frances Hay Centre, Banbury (hybrid options available)

Salary: £26,500-£28,000 per annum (depending on experience)

About the role

You will support the delivery of marketing campaigns, content creation, and digital activities to increase the conversion of key audience groups across the charity in line with priority campaigns and appeals. Your role is varied and involves managing marketing assets, coordinating paid media and website updates, and supporting campaigns and events.

About Dogs for Good

Dogs for Good believes that dogs and the bond that we share with them can help us lead happier, healthier lives. We have an ambitious five-year strategy to support over 4,000 people a year by 2028, and we're now looking to expand our communications team to help raise awareness of our work and support communications across the organisation.

Our approach is unique, we work with people who often find the world inaccessible and difficult to be part of, supporting people with complex health and social care needs. We're continually striving towards an ever more person-centred and dog-centred approach - we know that a one-size-fits-all approach doesn't reflect how we can best help people - dogs come in all shapes and sizes and so does our support.



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Our experienced team understands the powerful connections between people and dogs and how to tailor this to help individuals, families and communities to increase independence, feel connected, confident and happier.

About Our Workplace

Dogs for Good is dedicated to advancing the boundless possibilities of what a connection between people and dogs can enable – in making everyday life fuller, healthier and happier for everyone involved. We want to support more people to benefit from these connections and we have an exciting new strategy to expand our reach and impact by 2028. About Our Workplace

Marketing Officer Key Responsibilities

- Assist in the planning of multi-channel marketing campaigns to attract new supporters, including cash donors, Sponsor a Puppy regular givers, Family Dog workshop participants and volunteers.
- Play both a leading and supporting role in the delivery of activity and projects, covering the full range of the marketing-mix, including digital, print and paid media.
- Develop and manage our Google Ads grants in line with marketing priorities.
- Design and build marketing journeys using our email platform and CRM - Microsoft Dynamics Customer Insights.
- Work with the Fundraising Operations Officer to define campaign targeting and segmentation using the CRM.
- Act as the Dogs for Good website administrator, handling basic CMS changes and coordinating more complex developments with our website agency.



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- Manage and optimise SEO across the website, ensuring content aligns with the SEO strategy to improve visibility, search rankings, and organic traffic.
- Identify opportunities to optimise content and marketing performance through regular analysis of insights and metrics.
- Attend and contribute to team meetings, sharing ideas and updates on campaign progress.
- Collaborate with the communications team to ensure consistent messaging and branding across campaigns and events.
- Ensure marketing activity complies with relevant regulations and best practices, including GDPR and the Fundraising Regulator.

Marketing Officer skills

- Strong organisational and time-management skills, with the ability to manage multiple tasks and deadlines.
- Experience in delivering paid media campaigns and/or managing Google Ad Grants.
- Basic understanding of website CMS and email marketing platforms
 - Experience with CMS platform Umbraco, and CRM platform Dynamics would be ideal
- Ability to write engaging, clear, and tailored copy for diverse audiences.
- Familiarity with Google Analytics, SEO best practices, and social media analytics to track and optimise campaigns.
- Basic graphic design skills ideally with experience using tools such as Canva and Adobe Creative Suite.



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Other Requirements & What We Offer

- You must be over 18 years of age
- Ability to travel to our Banbury HQ for meetings and team collaboration
- Willingness to work flexibly, including occasional evenings or weekends for events and key campaigns
- As you will be working with vulnerable people, you will be required to undergo a DBS check
- You must be comfortable working around dogs
- You'll be expected to have a good understanding of safeguarding issues and how they should be applied to the work of the charity and its partner organisations. Full training on this will be provided during your induction.

In return, you'll be part of a supportive, friendly, and passionate team that values creativity, collaboration, and professional growth. We offer a flexible working environment that encourages a healthy work-life balance, with opportunities to develop your skills, gain hands-on experience across a variety of projects, and make a real impact in a charity that changes lives.

Employee Benefits

- Generous Annual Leave – 25 days of annual leave plus public holidays, plus additional days off during our Christmas shutdown period.
 - Additional holidays for length of service.
 - Your birthday off (and if you don't celebrate or observe birthdays, you can still take a day off to do something meaningful to you).
 - Mental Health & Wellbeing Support – Access to trained Mental Health First Aiders (MHFA) within the organisation and a dedicated wellness app to support your mental and emotional well-being.
 - Flexible & Hybrid Working – We understand the importance of work-life balance and offer flexible working arrangements



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- Pension Scheme – Enrolment in our workplace pension scheme to support your long-term financial well-being. Generous employer pension contribution of up to 10%.
- Group income protection plan.
- Group personal accident insurance.
- Learning & Development – Opportunities for training, professional growth, and career progression.

Apply now

If you are interested in applying for the role, please email your CV, a covering letter outlining how your experience and skills align with the Marketing Officer job description and your completed [Equal Opportunities Monitoring Form](#) to sarah.knight@dogsforgood.org

Or send by post to Sarah Knight at Dogs for Good, The Frances Hay Centre, Blacklocks Hill, Banbury, OX17 2BS.

The closing date for applications is **9am on Tuesday 22 April 2025.**

First interviews will be held on **Wednesday 14 May 2025.**



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