

Head of Marketing



Rescue. Protect. Lead.





From Mark

Dear Candidate

Thank you for taking the time to look at this pack.

In brand terms, the Scottish SPCA is 187-years young and is one of the best-known and loved charities in Scotland.

When an animal is in distress in domestic, farm or wildlife situations people think of us. That's flattering and challenging. Simply calling us and expecting us to 'do the rest' perhaps ignores the idea of animal welfare being everyone's responsibility.

In the future the Scottish SPCA wants to have a bigger impact. That means we need to put the 'P' in our name into greater prominence. Prevention messaging at a population-level is a marketer's dream: you get to change the world by changing attitudes. That's big.

We are looking for an experienced, hard-working, strategic marketer to help us map out how can run effective population-level campaigns over the long-term, while also driving up donations and animal adoptions in the short-term.

You'll have ideas. You'll have energy. You will be fearless. You are the kind of person who looks at this photo and asks challenging questions about straplines, the merits of emergency chevrons, and how a brand can be positioned as both authoritative and compassionate.

You will work with a brilliant Fundraising & Marketing Director. Vicki O'Hare has run her own businesses and has driven success for charities. She will be insistent that you deliver brand and marketing results she can leverage into hard currency: donations. The animal rescue team will be equally demanding and want to see you drive adoptions.

That's a real marketing challenge. You can search us up on Google and see we are going through a period of change. We need the right person to help us plan and deliver a transformational plan to stop animals suffering at the hands of humans. Can you take that big thought and translate it into brand, campaigns, digital, social and other ways of telling our story?

Sally at Eden Scott is here to help connect us. You'll have questions of us as much as we have things we would like to ask you. Get in touch!

Best wishes,

Mark Bishop
CEO





Job Specification

Job Title: Head of Marketing

Location: Hybrid - HQ, Dunfermline and home

Salary: £54,017 - £60,168

Overall purpose of the role

You will support our fight against animals suffering by ensuring our brand, storytelling and campaigns inspire, excite and motivate the people of Scotland to think and act differently.

You will use your expertise to shape and evolve our brand, building and developing a high-performing team, and getting the very best from agency partners. You will work closely with fundraising, communications, and operations to turn attention into action, driving fresh thinking and meaningful change. This is not just any job. This is a chance to make a tangible difference to animals across Scotland.

Specific responsibilities

1. OWN THE BRAND

You will be responsible for shaping, steering and protecting one of the best known and loved charity brands in Scotland. You will obsess about ensuring the brand is a brilliant platform for taking our Charity purpose to market.

2. CAMPAIGNS AND AGENCIES

Your Marketing Strategy will translate into high-profile, big budget campaigns against agreed strategic aims. You will lead on selecting, managing and bringing the best out of our agency partners.

3. STORY GENERATION

You will foster a culture and a process for shining a light on everyday moments of brilliance and ensuring they are given exposure to the outside world. This will be driven by an audience framework of who we need to reach.

4. TEAM AND BUDGET

You will manage and develop your team, and work across teams such as Communication, to ensure paid, earned social, own and user generated messaging is aligned and amplifies each other against agreed budgets and timescales.

5. DIGITAL SERVICES

You will lead on ensuring the Charity's website and digital channels become the primary way for communication engagement, driving data capture and ongoing permission-based marketing.

6. WIDER IMPACT

You will help drive a customer-centric mindset, supported by effective marketing materials, to everything we do, including how we maximise animal adoptions world for an animal to call home.



Person specification

You will be an experienced marketing professional, most likely already been a Head of Function, and you will probably have demonstrable charity experience. You will know how purpose-driven organisations think and act.

You will have experience of writing a strategy, agency briefs, developing design and production processes and making everything clear and simple for colleagues.

You will be able to demonstrate how you develop audience frameworks and can align compelling content and campaigns to these defined target markets.

You will have a positive, 'can do' attitude, and be excited by organisational change and transformational development.

You will have, or have had, one or more animals in your life, or aspire to be close to animals in the future. Regardless of ownership, you will share a view that there is no excuse when it comes to abuse for any animal across Scotland.

The Scottish SPCA

The Charity was founded in 1839. We are 187 years young. Over 90% of the population of Scotland know and value what we do for domestic, farm and wild animals.

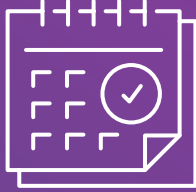
We employ over 300 colleagues and have 900 volunteers who have joined the fight to stop animals suffering. We are high on passion, endless in energy, committed to ensuring all creatures are treated well at the hands of humans.

The Charity has a turnover of circa £20 million, made up of mostly voluntary income. If you understand how to build a powerful brand in a fundraising environment, by connecting purpose, audience and income, this is a bonus.

We have animal centres across Scotland, including Inverness, Aberdeenshire, Glasgow and Edinburgh. Our business office is in Dunfermline.

The Charity is undergoing an exciting period of renewal and innovation, and is forward-facing, increasingly brave, and fearless in its fight to stop animals suffering.

With close to 45,000 regular supporters we are the largest and leading animal welfare Charity in Scotland. We are in the hearts of the public, the ears of politicians and the eyes of the media.



**31 days annual leave
rising to 38 days**



**2 Wellbeing days
a year**



**A day off for
your birthday**



**Life assurance scheme
4x basic salary**



**Company
sick pay**



**Enhanced family
leave policies**



**Medicash benefit
including EAP service**



**Medicash cover for up to
4 dependent children**



**Bring your dog to work
(location restrictions apply)**



**Retail & gym
membership discounts**



**On the job training
& development**



**Company Pension
contribution**