

## National Marketing & Communications Officer

We are looking for a skilled marketer who can effectively develop and deliver a marketing communication strategy for the Charity

### This is a voluntary role with responsibilities to include:

- Develop and manage the marketing & communications strategy for the Charity including the branding, design, advertising and online plans;
- Develop and update the brand guidelines ensuring all communications comply with the guidelines and are of a consistent high quality;
- Oversee production of the bi-annual supporters' magazine *Talking Greyhounds*, including sourcing content, overseeing design and final delivery to supporter base
- Develop and update all marketing materials including managing the design, print and production process;
- Produce, in consultation with National PR Officer, advertising material to place in national animal welfare magazines;
- Develop a portfolio of marketing templates for regional use, e.g. advertising and poster templates;
- Relationship-manage the Charity's design agency and its voluntary freelance design and copywriters;
- Manage the marketing & communications budget to maximum effect.

### Skills and abilities

- Strong marketing & communications experience, including delivery of online and offline marketing materials
- Experience of managing and working within brand guidelines
- Excellent planning and project management skills
- Computer literate including Microsoft Office products
- Experience of managing design and online agencies
- Experience of managing and working with volunteers

If you are interested in the role of National Marketing Communications Officer then please contact the person shown under this position on the volunteer page,

PO Box 4243 Radstock BA3 3ZL  
[www.grwe.com](http://www.grwe.com) | 07000 785 092

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