

Appointment Brief | February 2019



Head of Brand and Content

Ben Pountney

Director, Executive Search

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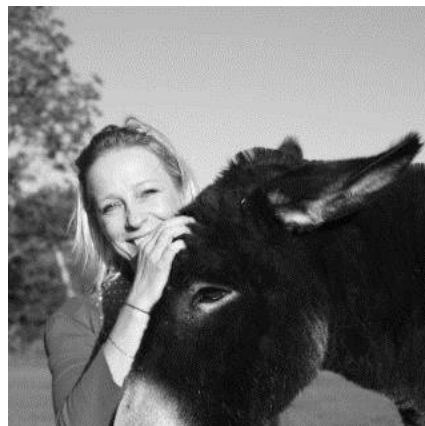
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Welcome

Dear applicant,

Thank you for expressing your interest in The Donkey Sanctuary. We are a global organisation currently working in 40 countries around the world to reach over 1.8 million donkeys a year. The exciting new role described in this pack arises out of an ambitious programme of change and growth both in our Marketing Communications Directorate, and in the charity more widely.

Since our foundation in 1969 we have worked towards achieving our vision, which is to create a world where donkeys and mules live free from suffering, and where their contribution to humanity is fully valued.



As we enter our 50th year we have much to celebrate. Together with our staff, volunteers, partners and supporters, we have:

- Rescued and cared for over 20,000 donkeys from within the UK and mainland Europe
- Helped millions of working animals and communities across the world through our global programmes and partners
- Become the world's leading authority on donkeys and mules
- Increased our income from £27 million in 2012 to over £40 million in 2018
- Welcomed over 350,000 visitors a year to our award winning sanctuary and visitor attraction in Devon, including school children and volunteers helping with our extensive wildlife and habitat projects
- Supported tens of thousands of vulnerable children and adults through access to our Donkey Assisted Therapy programme

However there is so much more to do. There are an estimated 50 million donkeys worldwide and they are pivotal to the survival of some of the most impoverished and vulnerable communities on the planet. Our aim is to help them all.

Our vision is ambitious, but we meet it with determination and resolve. We make smart, strategic decisions, we adapt quickly, and we take calculated risks. We have always been pioneers for our cause, and as we enter our second half-century we are looking for candidates who embody the same the spirit of passion, creativity and drive, to join us on the next stage of our journey.

We very much hope that you will be inspired to join us in our mission to change the world both for donkeys and for the people that depend on them, wherever they may be.

If you would like an informal, confidential conversation, please contact our retained consultant Ben Pountney at Harris Hill who will arrange this for you.

We look forward to receiving your application,

Marianne Steele

Senior Executive Director, Marketing Communications and Deputy CEO

Background

About us

The Donkey Sanctuary was founded in 1969 by Dr Elisabeth Svendsen, MBE. She dedicated her life to champion donkeys, and it is through her devotion that the Sanctuary grew to be the international charity it is today. Sadly, Dr Svendsen passed away in 2011 but her memory lives on in our work, as does her eternal motto that, in everything we do, donkeys will always come first, second and third.

During the last 45 years, we have made a profound difference to the lives of donkeys and people all over the world. This is down to the drive and belief of our wonderful Founder, our staff, our volunteers and all of our generous and devoted supporters. Renowned for our work with donkeys the world over, it is a little known fact that we also care for the largest collective group of mules in England.

Our main Sanctuary in Devon is open 365 days a year from 9am until dusk. Admission and parking are free. We consider that, being a charity dependent on the support of the public, visitors should be able to see our work free of charge.



Our mission

To transform the quality of life for donkeys, mules and people worldwide through greater understanding, collaboration and support, and by promoting lasting, mutually life-enhancing relationships.

Our vision

A world where donkeys and mules live free from suffering and where their contribution to humanity is fully valued.

Our values

Our values are compassion, collaboration and creativity.

- **Compassion**

The Donkey Sanctuary is above all else compassionate. We never turn away from a donkey in need. Donkeys and the people who rely on them for their livelihoods or to help them cope with physical, mental and emotional challenges, lie at the heart of everything we do. We act as a global engine of caring, both for suffering donkeys and mules, and for all those people whose lives they touch. We also foster

a culture of caring for our staff, volunteers and supporters without whom none of our work would be possible.

- **Collaboration**

The Donkey Sanctuary is collaborative in all its activities, working through a worldwide network of partners, communities and individuals. We work inclusively with people frequently marginalised within their own countries and communities, whether due to poverty, ignorance, race, gender or disabilities. We know that it is only together and in partnership that we can transform the lives of donkeys and the people who depend on them, wherever they are in the world.

- **Creativity**

The Donkey Sanctuary's goals are ambitious but its resources are finite – which means that we must exercise creativity to meet the ambitious goals we set ourselves. Whether this be in adapting locally available materials for donkey-friendly harness, tailoring our donkey assisted therapy activities to the unique needs of a vulnerable child, or reaching donkey-owning communities in the midst of man-made and natural disasters – creative thinking underpins everything we do.

Marketing & Communications Directorate

It is only through the hard work and commitment of the Marketing Communications Directorate that we are able to do what we do for donkeys and mules worldwide.

- The over-arching goal of our Marketing Communications is to deliver communications that demonstrate the relevance and urgency of our cause and inspire action.
- Our over-arching fundraising goal is to raise over £50 million a year by 2023.

Over the last 10 years the Marketing Communications Directorate has enjoyed rapid growth in all key performance criteria, particularly fundraised income, commercial income, supporter numbers, visitor numbers, social media followers and in the scale and depth of our media coverage. We have the active support and engagement of our CEO and Board of Trustees, and they have committed to investing in our future growth.

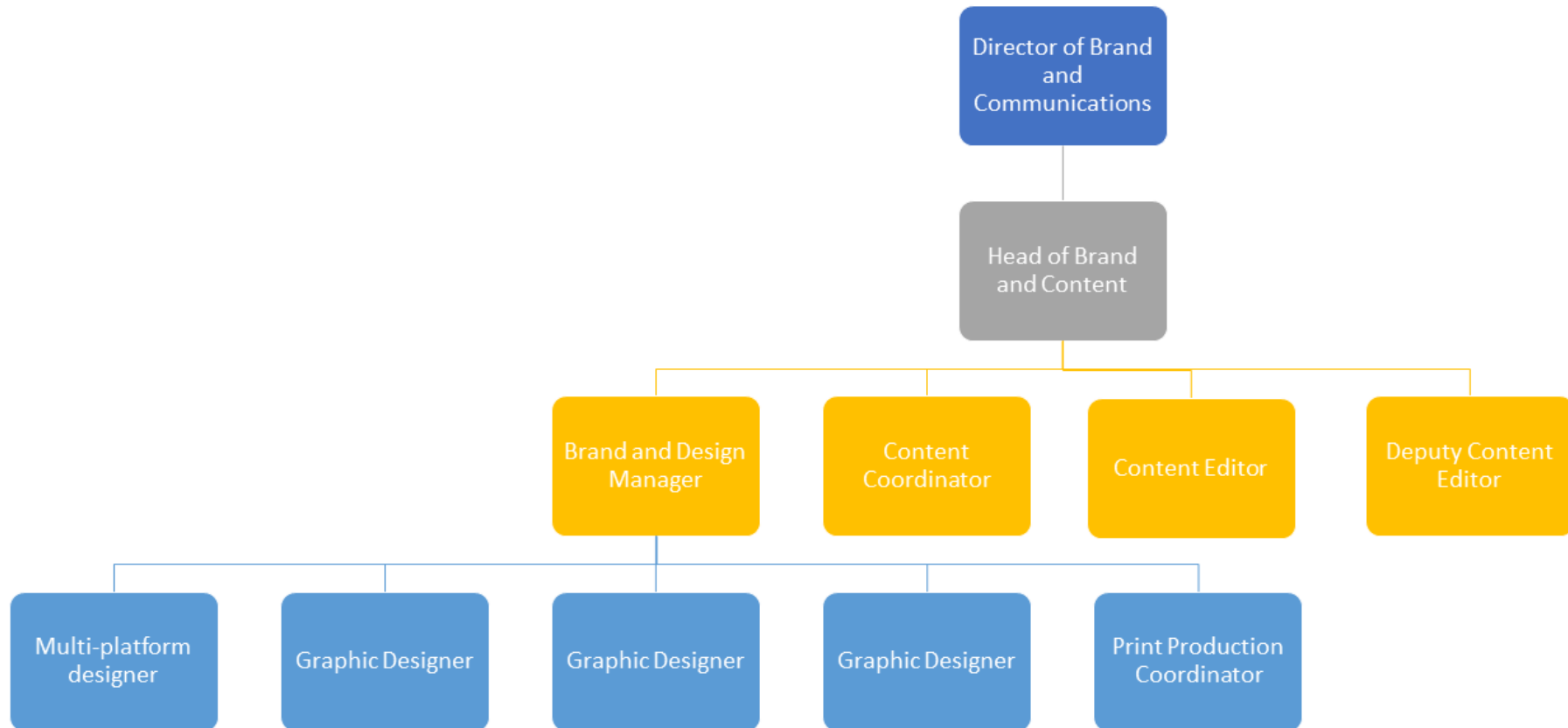
The Future

There are an estimated 50 million donkeys in the world and our vision is to reach them all: To elevate their status, to transform their lives, and to create a world where donkeys and mules live free from suffering.

Our six key aims to change the world for donkeys by 2023 are:

- We will ensure that every donkey in the UK can live a happy and healthy life
- We will transform the lives of working donkeys in greatest need across the world
- We will significantly reduce the number of donkeys suffering in the production of meat, milk and skin
- We will ensure that donkeys affected by major disaster receive prompt and expert care
- We will transform the status of donkeys, demonstrating the positive impact they have on human health and happiness/wellbeing
- We will demonstrate the value of feral and wild donkeys in their natural and human environments

Brand & Communications Organisation Chart



Job Description

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|----------------------------------|---|
| Job Title: | Head of Brand and Content |
| Responsible to: | Director of Brand and Content |
| Directly responsible for: | The Content Team and the Design Team (four direct line reports) |

Our Vision and Mission

The Donkey Sanctuary is working for a world where donkeys and mules live free from suffering, and their contribution to humanity is fully valued. We will achieve this by transforming the quality of life for donkeys, mules and people worldwide through greater understanding, collaboration and support, and by promoting lasting, mutually life-enhancing relationships.

Overall Purpose

To protect and champion The Donkey Sanctuary's brand (visual and tone of voice), including the delivery of brand and content strategies that demonstrates the relevance and urgency of The Donkey Sanctuary's work and that inspires action in target audiences. You will manage teams and use a network of contacts to deliver authentic, compelling and accurate written and visual content that dynamically supports the organisation's fundraising, communications and operational objectives.

Main Duties and Responsibilities

- Champion and protect The Donkey Sanctuary brand guidelines and leverage them to achieve maximum income and advocacy for the charity
- Develop a dynamic content strategy to support the ongoing initiatives of the charity utilising the COPE (Create Once, Publish Everywhere) approach
- Oversee the implementation of the content strategy goals and processes in collaboration with key stakeholders including intelligence gathering, emerging trend identification, pipeline management and product development to feed the business and strategic life cycle
- Oversee the management of a digital assessment management infrastructure
- Ensure consistency of delivery of the organisation's brand; visual, tone of voice and core messages
- Develop content to expand, support and cross promote the work of The Donkey Sanctuary encouraging positive supporter journeys for new and existing donors
- Manage, direct and motivate the teams to successfully achieve performance goals
- Negotiate, manage and monitor contracts for brand, design and content development
- Develop dashboards to report status of brand and content development
- Champion and sponsor the project management process to coordinate content-related projects and to assure product delivery
- Establish methods and processes for leveraging key knowledge and data from research and operational staff worldwide to support delivery of fundraising, marketing and communications goals
- Prepare and provide reports, presentations, and other forms of communications to ensure the Senior Executive Director of Marketing Communications, Director of Brand and

Communications and the Board of Trustees have the data and information required to make informed decisions

- Oversee the development and distribution of high quality, innovative on- and off-line marketing communications materials ensuring consistency of messaging and branding
- Ensure consistency in messages coming out from different departments and on different platforms
- Carry out any other reasonable duty as may be required

Responsibilities of all Donkey Sanctuary Employees

- Act as an effective ambassador for the Charity, demonstrating behaviours which support the Charity's strategy and values and work in a way which promotes the standards described in the Competency & Standards Framework.
- Work within the Charities' guidelines with regard to conduct, recognising its policies with regard to equality, and showing respect and co-operation towards fellow colleagues.
- Ensure that under Health & Safety legislation, all staff must work in the safest possible way in order to ensure their Health & Safety and that of all others who may be affected by their actions.
- Demonstrate a commitment to continuing personal development.
- Co-operate with management and colleagues to promote good communication through sharing appropriate information and building positive working relationships.

Hours

35 hours per week. This is a multi-site 7-day operation and there may be some requirement to work flexibly to meet the needs of the charity.

Location

We are flexible about where this post is based. Currently the post is based at The Donkey Sanctuary, Sidmouth. There may be occasions when the post holder may be requested to work at another location considered reasonable by the Charity.



Person Specification

Essential

- Ability to identify and develop creative and engaging public communications opportunities
- Excellent organisational skills the ability to manage a large number of tasks to multiple deadlines
- Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills
- Experience of offering counsel and communications advice to a wide range of staff including senior management and regional and in-country colleagues
- Excellent content writing and editorial skills and able to demonstrate excellent attention to detail
- Extensive experience of controlling and implementing organisational visual brand, including high levels of creativity.
- Experience of managing and motivating teams
- Demonstrable experience of working collaboratively
- Demonstrable experience of the ability to make good decisions under pressure
- Demonstrable experience of managing projects and delivering to deadlines
- Demonstrable ability to establish, build and maintain successful relationships with staff, suppliers and supporters
- Fluent in English
- Full valid driving licence

Desirable

- Experience of producing content and managing visual brand within the charity sector, including for fundraising and commercial revenue teams

Personal Attributes

- Helps others to grow and succeed through coaching, mentoring and actively encouraging the sharing of knowledge and experience
- Thinks ahead and anticipates the future needs of both the business and the supporters, seeking opportunities to add value
- Excellent interpersonal skills to build effective relationships within The Donkey Sanctuary and external agencies
- Ability to actively support internal stakeholders and build good working relationships at all levels
- Recognises the importance of customer service and strives to deliver high standards
- Maintains performance, professionalism and composure when under pressure
- Ability to demonstrate tact and diplomacy in dealing with sensitive and confidential matters
- Ability to work as part of a team, assisting other departments to achieve shared goals
- Motivates themselves and others, with a positive and professional attitude
- A friendly, approachable and helpful nature
- Able to present a positive professional image of The Donkey Sanctuary at all times

Note: To reflect any changes within the Charity during the next few years, the scope of this role will be regularly reviewed and may evolve to meet those needs. Any changes will be agreed in advance with the post holder and confirmed in writing.

Terms of Appointment

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|------------------------|--|
| Job title: | Head of Brand and Content |
| Responsible to: | The Content Team and the Design Team (four direct line reports) |
| Contract type: | Permanent |
| Salary: | c£51,000 |
| Working Hours: | 35 hours per week This is a multi-site 7-day operation There may be some requirement to work flexibility. Official working hours are 08.30 – 16.30 (1 hour lunch) |
| Annual Leave: | 23 days per year + 8 bank holidays Increases by 1 day per full year worked up to a maximum of 3 |
| Pension: | Contributory pension scheme: Employee 4.5%, Employer 10.5% |
| Life Assurance: | Four times annual salary |
| Medical: | Healthshield, BUPA private health cover, Canada Life Income protection (50% of salary) |
| Onsite: | Restaurant and staff discount Free parking |

Our people:

We are already a substantial charity; as the largest employer, landowner and visitor attraction in East Devon. We have over 650 staff and 600 volunteers and currently work in 35 countries.

Location

The Head Office is the Donkey Sanctuary in Sidmouth, a visitor attraction in Devon that is open 365 days a year. There are hundreds of donkeys on site so you will be truly in amongst the operations of the organisation. If you are considering relocating to the South West, Devon is a wonderful place to look, offering some of the best British Coastline and both Exmoor and Dartmoor. The Sanctuary is easily accessible by road and only a few miles from the A30, the main road to the South West. It is also very close to Exeter for those wanting some city life. Flexible working is considered.

USPs

- Work amongst committed, creative and compassionate staff
- Based in beautiful countryside in an Area of Outstanding Beauty in East Devon (including our award-winning restaurant!)
- Good schools in great towns and villages, and in University Campus city, Exeter.
- Good access to London, Bristol and Bath via road and rail
- Opportunities to travel
- Organisational commitment to health, well-being and development of our staff

Application Process

If you would like to apply for this position, please send the following:

- An up to date CV outlining your employment history, academic and professional qualifications, and contact details.
- A Supporting Statement (no more than 2 x A4 pages)
 - Demonstrating how you met the criteria outlined in the Person Specification
 - Outlining why you are interested in working for The Donkey Sanctuary.
- A completed application form.

Please submit your completed application to ben.pountney@harrishill.co.uk to arrive ASAP. The deadline for application is **Friday 8th March 2019**.

Please state in your application if you have any commitments during the interview period that may coincide with these dates. If you require any further information, please call Ben Pountney at Harris Hill Executive Search on 07444 475 489.

Advertisement

Head of Brand and Content – The Donkey Sanctuary

Salary: Circa £51,000

Location: Devon

The Donkey Sanctuary is one of the UK's largest international animal welfare charities; currently supporting projects in over 35 countries worldwide. We are working for a world where donkeys and mules live free from suffering, and their contribution to humanity is fully valued. We are achieving this by transforming the quality of life for donkeys, mules and people worldwide through greater understanding, collaboration and support, and by promoting lasting, mutually life-enhancing relationships.

We are now seeking to recruit a Head of Brand and Content to protect and champion The Donkey Sanctuary's brand (visual and tone of voice), including the delivery of brand and content strategies that demonstrates the relevance and urgency of The Donkey Sanctuary's work and that inspires action in target audiences. You will manage teams and use a network of contacts to deliver authentic, compelling and accurate written and visual content that dynamically supports the organisation's fundraising, communications and operational objectives.

Essential Criteria include –

- Ability to identify and develop creative and engaging public communications opportunities
- Excellent organisational skills the ability to manage a large number of tasks to multiple deadlines
- Ability to build excellent working relationships internally and externally with good influencing and diplomacy skills
- Experience of offering counsel and communications advice to a wide range of staff including senior management and regional and in-country colleagues
- Excellent content writing and editorial skills and able to demonstrate excellent attention to detail
- Extensive experience of controlling and implementing organisational visual brand, including high levels of creativity.

If you would like to receive an information pack for this role, with full details of how to apply, please send your CV to ben.pountney@harrishill.co.uk, visit the microsite www.harrishill.co.uk/thedonkeysanctuary or call Ben Pountney on 07444 475 489.

Closing date for applications: Friday 8th March 2019.