



**PARTNERSHIP & COMMUNITY
COORDINATOR
JOB DESCRIPTION**

PARTNERSHIP & COMMUNITY COORDINATOR

ABOUT US

Dog Furiendly is a travel platform for dog owners, listing places and events where dogs are welcome, including dog friendly accommodation, places to eat, things to do, dog services and events.

Our platform champions businesses and gives dog owners a community to share valued travel experiences. Dog owners can sign up for their own profile, leave reviews and take part in the community's regular dog walks and events.

We aim to empower and inspire dog owners to confidently plan the perfect trip with their furry companions and to allow dog friendly businesses to showcase their services and acquire new customers.

THE ROLE

With ambitious growth plans, this is an exciting time to join Dog Furiendly. The Partnerships and Community Coordinator will bring innovative and exciting ideas to the daily operations of Dog Furiendly in order to engage the members of our community while building relationships with our corporate partners.

Working closely with a small marketing team, you will develop and nurture relationships through regular communication with our brand ambassadors and corporate partners, using a range of different mediums, including social media, writing content, and face to face interaction.

Aside from that, the Partnerships and Community Coordinator will also assist with the delivery of innovative campaigns that aim to engage and create a positive impact on the wider community at Dog Furiendly, in accordance with our overarching objective, strategic goals and strategies.

We're looking for someone who is personable, outgoing, confident and organised, all while having a passion for dogs and a genuine interest in people and what they do. Our ideal candidate will use their initiative and creativity to drive and enhance that community spirit and togetherness that we're all about at Dog Furiendly.

This role is remote, working from home. You may be required to travel infrequently to dog related events (like Crufts, DogFest etc).

Please note, you must be between the ages of 16 to 24 and on Universal Credit to apply for this Kickstart Scheme. Please ask your job centre coach for a referral for us to process your application.

DAY-TO-DAY RESPONSIBILITIES

Partnerships

- Develop and manage relationships with key partners
- Make appointments and attend face to face meetings with partners to coordinate monthly marketing activities within the team
- Maintain records of engagement, follow up on all actions and correspondence to preserve partner relationships
- Support partner relationships, responding to partner correspondence and queries, seeking the appropriate internal expertise to provide responses where necessary
- Assist the CEO to generate and develop relationships with new partners

Community

- Leading a group of social media ambassadors, providing in-group motivation, weekly challenges, and online engagement
- Encourage brand ambassadors to add dog friendly places to the website, write articles, develop social media content and generate campaign/marketing ideas
- Act as the face of the community and be available to respond positively and with a can-do attitude to all community-related enquiries.
- Develop community initiatives (virtual and physical) designed to create connections between members of the community, while interlinking our partnerships.

Website

- Edit and approve user-submitted listings or reviews
- Research and add dog friendly places to the website in the form of listings

Writing Content

- Work closely with partners to generate articles, social media content and newsletter content to fulfill our partnership needs
- Coordinate the monthly newsletter, and develop an email series for onboarding community members, brand ambassadors and partners.



WHO WE'RE LOOKING FOR?

Please note, you must be between the ages of 16 to 24 and on Universal Credit to apply for this Kickstart Scheme. Please ask your job centre coach for a referral for us to process your application.

- You're a people person who enjoys building relationships and connecting with others
- You have bags of energy, enthusiasm, and the ability to inspire people
- You have a can-do attitude with a track record in making things happen
- You are SUPER organised with good time management skills
- Ability to juggle multiple projects at once and prioritise as needed with strong attention to detail
- You LOVE dogs of all shapes and sizes, the big, the small, the fluffy and the tall
- You enjoy writing, talking and have good communication skills
- You are packed full of CREATIVE ideas and you're not afraid to share them
- You can manage multiple activities simultaneously
- You're confident about asking for help when you need it!
- Being able to drive is desirable, but not essential.

HOW TO APPLY?

Send a CV and cover letter to woof@dogfuriendly.com by the 31st October 2021.

