# Job Profile

Job Title: Single Gifts Campaign Officer

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Single Gifts Campaigns Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: May 2025

## Overall Role Purpose

The Single Gifts Campaign Officer helps people with sight loss to live the life they choose by managing the implementation of the Single Gifts (Cash Appeals, Raffle and Mid-Value) campaign program across acquisition and supporter development, delivering on time and budget and maximising the number of responses and value. This includes collecting the content, copywriting and managing the production, producing wrap up reports and recommendations.

## Key Responsibilities

* Manage the overall delivery of campaigns, both acquisition and retention activity. Delivering on time, to budget and maximising response and value. Write briefs for creative, data, response handling and supporter care. Ensure the approval procedure is adhered to and all necessary stakeholders communicated with.
* Manage non-campaign specific projects as and when required, to time and on budget, including stewardship and retention activity.
* Input into the strategic direction of the Single Gifts plans and make recommendations for improvement of the scheme and processes.
* Conduct regular analysis, including post campaign analysis, producing wrap up reports and making recommendations for campaign improvement.
* Manage suppliers to ensure quality work is delivered, within the defined schedule and at a competitive cost.
* Work with the Online team to ensure product specific content is regularly updated and Digital elements are considered in all campaigns and projects.
* Work with other Guide Dogs teams to ensure the smooth delivery of activity and to promote the team positively within the organisation.
* To be responsible for managing individual project or campaign budgets, ensuring the financial processes and systems are adhered to, reviewing month end reports, and to provide Single Gifts Product Manager and Campaign Manager with accurate income and expenditure information to influence strategic development, planning and forecasting.
* To contribute to the Fundraising Products Hub by assisting with the development and creation of new products to bring to market.
* Line manage and work with the Single Gift Campaign Executive on selected projects, supporting their professional development.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: One

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: Part of Single Gifts team which delivers £3 million net income for Guide Dogs and responsible for delivering individual campaign income targets as set out in the annual plan. Assets Managed: None

Budget Accountability: Achieving income targets within agreed spend limits. Part of a team that deliver over £3million in net income per annum. This role shall be responsible for individual campaign budgets as set in the annual plan.

# Application of this Job Profile

All employees are required to carry out other such duties as may reasonably be required to fulfil their role and support functional and organisational objectives.

All employees must also:

* Comply with all organisational policies
* Promote the vision and values of the organisation
* Engage in continuous personal development

This job profile is accurate as at the date shown above. It does not form part of contractual terms and may be varied to reflect or anticipate changes to the role.

# Working at Guide Dogs

As well as other services to enhance the lives of people who are blind and partially sighted, we breed and train guide dogs. Staff and volunteers in all our locations support this work. Therefore, all employees must be comfortable working in environments where dogs may be present.

Guide Dogs is a volunteer-involving organisation and as such all staff are required to support volunteers in their roles. This may or may not mean the direct supervision of volunteers but will require all staff to play a supporting role. From time to time you may be asked to support / volunteer your time at Guide Dogs events that take place outside of normal working hours. All employees will be expected to advocate for Guide Dogs at all times and be a fundraiser.

Guide Dogs is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.

Guide Dogs will require proof of identity and the right to work in the UK.

# Person Specification

## Education/Qualifications

#### Essential

* Degree or equivalent. (QCF level 6 / SQCF levels 9-10)

#### Desirable

* Diploma in Fundraising and/or Marketing or equivalent experience.

## Job-Related Experience

#### Essential

* Demonstrable experience in a direct marketing environment, delivering a variety of projects across a variety of channels simultaneously.
* Experience in managing project spend and working with a number of different internal teams.
* Experience of working with external suppliers.

#### Desirable

* Experience of working in the Charity sector.

## Knowledge

#### Essential

* Proven understanding of direct marketing principles and techniques, and of briefing and interpreting analysis.
* Some knowledge of print and production.
* Up to date knowledge of PCI, Data Protection Act, Gambling Act 2005, Charity Commission and Institute Of Fundraising Good Practice.

## Skills and Competencies

#### Essential

* Proven organisational skills, able to maintain a number of projects simultaneously.
* Demonstrates excellent interpersonal and communication skills.
* Literacy, numeracy skills and experience of Microsoft Office, specifically Word, Excel and PowerPoint.
* Proven creative and analytical skills.

## Behaviours

Our behaviours capture the essence of what it is to be Guide Dogs people, whether staff or volunteer. They describe the experience we expect everyone – the people we support, donors, partners, our volunteers and staff – to have while working with us. Guide Dogs people are:

* **Person-centred** - We are a group of people working to help each person affected by sight loss. We listen, and recognise that every individual is different in where they’ve come from and where they’re going. We are open, empathetic and inclusive. We place the person at the centre of every decision.
* **Expert** - We are specialists in what we do. We are committed to excellence and will never stop innovating. We respect our history, but seek out ways to adapt and improve, and are always willing to learn.
* **Optimistic** - We are relentless in our belief that people with vision impairment can lead the life they choose. We are passionate about helping each person, committed to challenging barriers, and proud of who we are and what we achieve.

So, we: -

* **Partner** - We only change lives when we collaborate. We build valued relationships with donors. We work together with our service users and colleagues, volunteers and partners – and our dogs, of course – to deliver great outcomes. We support and develop each other.
* **Lead-by-example** - We can all be a guide. We take the lead and then hand it over, empowering people to make progress independently. We gain trust by having faith in others, and influence by example. We do what we say we will.
* **Engage** - We cannot change lives if we look on from the side-lines. We get involved, take ownership, and feel responsible for all we do, think and say. We celebrate wins big and small, and we hold ourselves and each other to account.

We use competency-based questioning within our recruitment processes to assess the extent to which candidates demonstrate these behaviours – in ways appropriate to this role – in how they are at work and generally as people.

## Safeguarding

If the role does or may involve working with children, young people or vulnerable adults, or supervising those that do, we’ll also be assessing ‘safeguarding competencies’ as part of the process. These are:

* Appropriate motivation to work with vulnerable groups;
* Emotional awareness;
* Working within professional boundaries and self-awareness; and
* Ability to safeguard and promote the welfare of children, young people and adults and protect from harm.

## Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

## Job Group (internal use only)

This role has been evaluated as a Specialist Professional, please [follow this link](https://guidedogs.sharepoint.com/:w:/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=uyxibh) to view the salary band.