# Job Profile

Job Title: Committed Giving Campaign Manager Acquisition

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Committed Giving Product Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

The Committed Giving Campaign Manager Acquisition helps people with sight loss to live the life they choose through the effective management of the Committed Giving Acquisition team to deliver campaigns that maximise income for Guide Dogs across products such as Sponsor a Puppy, Lucky Lottery, Make Every Day Count, Regular Giving, Payroll Giving and Sponsor a Future. This role ensures the development of the product strategy to maintain required acquisition levels that maximise lifetime value and generate the best return.

## Key Responsibilities

* In co-creation with the Marketing team, create, manage and deliver the marketing plan for each product within the COMG portfolio. This includes acquisition, conversion and reactivation campaigns, as well as new initiatives, to agreed income, expenditure and acquisition volume targets.
* Manage the Officers and Executives on a project-by-project basis to deliver against agreed plans. Work with the Committed Giving Product Manager to inform their holistic line management and development of the junior team.
* Input into the wider fundraising plan and the strategies for delivering short- and long-term goals.
* Identify analysis required to understand campaign trends and supporter behaviour. Interpret and direct/amend activity to ensure continued maximisation of Return on Investment and Lifetime Value.
* Monitor Key Performance Indicators to ensure the health of the supporter base.
* Manage suppliers within the Procurement guidelines and foster good working relationships.
* Work with other internal teams (including the Channel team and Marketing team) to ensure best performing activity in those areas.
* Work with other Guide Dogs teams to ensure the smooth delivery of wider fundraising activity, and to promote the team positively within the organisation.
* Maximise Gift Aid income.
* Ensure compliance with Fundraising Regulator, Chartered Institute of Fundraising, Gambling Commission, Data Protection and all other legislative requirements and best practise guidelines.
* Contribute to the development and delivery of incremental innovation/continuous improvement on existing product portfolio, as well as ideating and developing new products and propositions to test through the Innovation pipeline.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: 4

Number of Indirect Reports: None

Number of Volunteers Supervised: None

### Financial Accountability

Annual Income Accountability: Part of the Committed Giving team within Individual Giving, which delivers up to £56 million gross income for Guide Dogs and responsible for delivering individual campaign income targets as set out in the annual plans.

Assets Managed: None

Budget Accountability: Responsible for annual acquisition campaign expenditure budgets of up to £20 million and part of a wider team delivering gross income of up to £560 million.

# 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 and/or equivalent relevant experience

#### Desirable

* Fundraising and/or marketing diploma.

## Job-Related Experience

#### Essential

* A proven track record and experience in a results-driven direct marketing environment, managing budgets and a variety of projects to delivery simultaneously.
* Demonstrable experience of the management of external suppliers.

#### Desirable

* Previous exposure to working within the charity sector.
* Proven experience of managing a team in a fast-paced environment.

## Knowledge

#### Essential

* Demonstrable good understanding of direct marketing principles and techniques.

#### Desirable

* Demonstrable strong understanding of the Gambling Commission legislation and Gift Aid.
* Demonstrable understanding of new product development and digital marketing.

## Skills and Competencies

#### Essential

* Proficient in the use of Microsoft Office including Excel, Word and PowerPoint.
* Good time management, prioritisation and negotiating skills.
* Strong creative and analytical skills.
* Excellent communication and interpersonal skills.
* Proven ability to set, monitor and re-forecast budgets and make recommendations on areas for investment.
* Briefing and interpreting analysis skills.
* Ability to communicate effectively in different situations and at different levels.
* Ability to manage individual and team performance to deliver results.
* Ability to create a team environment which promotes wellbeing and maximises personal effectiveness.

## 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 Manager, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/EZJDAqmuGaRDl4mAFXfPIqEBa-Qw0Q_AW5tdvLd1V0N8wg?e=xd16qK) to view the salary band.

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