# Job Profile

Job Title: Committed Giving Campaign Officer Retention

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Committed Giving Campaign Manager Retention

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: June 2025

## Overall Role Purpose

The Committed Giving Campaign Officer Retention helps people with sight loss to live the life they choose by managing the delivery of Committed Giving retention direct marketing campaigns, ensuring they are delivered on time and to budget, whilst maximising supporter loyalty and return on investment to the organisation.

## Key Responsibilities

* Manage the overall delivery of multiple retention direct marketing campaigns, delivering on time, to budget and maximising response and value, including (but not limited to) direct mail, print, digital and social media, email and telemarketing.
* In co-creation with the Marketing team, lead on writing marketing briefs for creative; including collaboration across copy, design and content. Work with the Retention Executive to produce product specific briefs for data selections and analysis, response handling and supporter care. Ensure the approval procedure is adhered to and all necessary stakeholders communicated with.
* Take responsibility for campaign budgeting, including managing invoices and KPI reporting, as well as supporting the Retention Executive to raise purchase orders. Take ownership of budget forecasting and reforecasting, with Campaign Manager support.
* Work with the Retention Executive to undertake post campaign analysis, producing wrap up reports and make recommendations for future campaigns, including improving results and processes. Support the Retention Manager to input into the strategic direction of the Committed Giving annual marketing plan.
* Take personal responsibility for seeking innovative new ways to enhance supporter experience and communicate with fundraising audiences. Where relevant, assist with the development and creation of new products or introduce new channels to increase Guide Dogs fundraising potential.
* Manage external suppliers, including fulfilment providers, creative agencies and commercial printers, to ensure quality work is delivered, within the defined schedule, fully compliant and at a competitive cost.
* Together with the Retention Executive, work directly with the Digital Team and/or the relevant agencies to ensure product specific delivery of campaign content, referring to both the management of the digital delivery of designated fundraising campaigns, and ensuring that digital content on the Guide Dogs website and product social media pages for products is monitored for performance, updated for optimisation and fully compliant.
* Work with other Guide Dogs team including (but not limited to) Customer Experience, Design, Fulfilment and Data to ensure the smooth delivery of committed giving activity and to promote the team positively within the organisation.
* Support and coach Retention Executive/s to deliver on day-to-day operations of the campaigns, sharing expertise and ensuring best practice.

## Breadth/Scope of Accountability

### People Accountability

Number of Direct Reports: None

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 is responsible for delivering individual campaign income targets as set out in the annual plans.

Assets Managed: None

Budget Accountability: Contributing to team expenditure budgets of up to £20 million and deliver up to £56 million gross income into Guide Dogs, and contributing to the future income through the acquisition of new committed giving supporters into the charity for ongoing stewardship. 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

#### GCSE’s in Maths and English at grades A - C or equivalent (QCF level 2 / SQCF level 5).

#### Desirable

* Degree or equivalent (QCF level 6 / SQCF levels 9-10).
* Diploma in Fundraising and/or Marketing.

## Job-Related Experience

#### Essential

* Demonstrable experience in a direct marketing environment, delivering a variety of projects across a variety of channels simultaneously.
* Experience of 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.
* Experience in coaching and/or leadership of a junior colleague.
* Experience of working with commercial printers and fulfilment houses.

## Knowledge

#### Essential

* Proven understanding of direct marketing principles and techniques, and of briefing and interpreting analysis.

#### Desirable

* Knowledge of PCI, Data Protection Act, Gambling Act 2005, Charity Commission and Institute of Fundraising Good Practice.

## Skills and Competencies

#### Essential

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

#### Desirable

* Customer journey development.
* Supporter centric approach.
* Ability to think proactively and propose solutions to problems.

## 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/%3Aw%3A/g/ETDrr9U4YzdHsA3S7CHSc9EBZy3LbOI0ioxx7UHaXzT37w?e=Jsp8nV) to view the salary band.

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