# Job Profile

Job Title: Legacy Campaign Executive

Directorate: Fundraising

Reports To: Legacy Campaign Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: March 2025

## Overall Role Purpose

The Legacy Campaign Executive helps people with sight loss to live the life they choose by assisting with the delivery of Legacy campaigns and loyalty activity, including effective administration, to increase supporter acquisition, supporter development and stewardship to maximise the number of responses and overall value to the benefit of Guide Dogs.

## Key Responsibilities

* Assist the delivery of campaigns and loyalty activity, delivering on time, to budget and maximising response and value, making and implementing recommendations for improving processes. Circulate artwork and content for approval and put together feedback for subsequent rounds. Raise Purchase Orders and manage invoices.
* Manage general queries from internal departments, supporters and members of the public on Legacies and the In Memoriam giving scheme.
* Manage campaign results, and automated and bespoke thanking and enquiry processes for Pledgers, Intenders, Considerers and In Memoriam donors and ensure database records are kept up to date.
* Undertake post campaign analysis producing wrap up reports and making recommendations for campaign improvement.
* Maintain up to date and accurate files for all campaigns to enable historic tracking of the performance of each campaign to help inform for the future.
* Manage and maintain stock levels of collateral held at Guide Dogs storage facilities and with third parties, e.g. response handing houses.
* Work with the online team to ensure regularly updated content on the Legacy and In Memoriam microsites.
* Work with suppliers to ensure quality work is delivered, within the defined schedule and at a competitive cost.

## 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: None

Assets Managed: None

Budget Accountability: None

# 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

* Educated to GCSE grade C or above in English and Maths or equivalent qualification (QCF level 2 / SQCF level 5).

#### Desirable

* Professional marketing qualification or equivalent qualification/experience.
* Educated to degree/diploma level or equivalent qualification (QCF level 6 / SQCF levels 9-10).

## Job-Related Experience

#### Essential

* Previous exposure to working in a busy environment with proven ability to effectively multi-task to be able to deliver against competing deadlines.
* Proven administration experience.
* Proven experience of working effectively with a number of different teams and suppliers.

#### Desirable

* Experience of Bereavement or other counselling.
* Previous experience of working in the Charity sector.
* Previous experience of working within Direct Marketing.

## Knowledge

#### Essential

* An understanding of administrative systems

#### Desirable

* Demonstrable understanding of the charity sector.
* Demonstrable understanding of direct marketing principles and techniques.

## Skills and Competencies

#### Essential

* Competent Microsoft Office skills including Word and Excel.
* Excellent organisational and administration skills.
* Clear and confident communicator both written and verbal.
* High attention to detail.
* Good level of literacy and numeracy skills.

#### Desirable

* Strong creative and analytical skills.
* Demonstrable ability to be proactive and problem-solve.

## 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 Support Provider, please [follow this link](https://guidedogs.sharepoint.com/%3Aw%3A/g/Eekm-hoJMeVJm56OXhJwVdIBfYfn-ntTFX815dzK-eX_Rw?e=e4sryM) to view the salary band.