# Job Profile

Job Title: Telefundraising Executive

Directorate: Fundraising

Reports To: Telefundraising Supervisor

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: 27 / 08 / 2019

## Overall Role Purpose

The Telefundraising Executive helps people with sight loss to live the life they choose by raising essential funds for Guide Dogs via outbound fundraising and/or admin calls to assist Guide Dogs in achieving its targets for income generation to enable its services to run for blind and partially sighted people.

## Key Responsibilities

* To make outbound fundraising calls to our valued supporters and potential supporters, achieving both individual and team targets to maximise return on investment.
* Achieving income generation and attrition whilst maintaining the best level of supporter satisfaction possible.
* Remaining compliant and ensuring quality standards are met in line with industry legislation.
* To be the voice of Guide Dogs across our campaigns such as Sponsor A Puppy, Lucky Lottery, Gift Aid and Legacy and to passionately execute the vision, aim and purpose of Guide Dogs to our supporters.
* Maintaining a quality service to our supporters ensuring compliance and best practice in line with industry legislation.
* To provide and share feedback on campaigns to ensure that performance and income fulfils potential.
* To assist in training colleagues, contribute to the goals & overall strategic direction of the team.
* Assist the Telefundraising Manager and Supervisors on tasks as required.
* Guide Dogs is a learning organisation and we are committed to fostering a positive climate for continuous learning. We expect all our people to demonstrate commitment and actively participate in continuous professional development (CPD).

## 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: Team annual income target of £900k

Assets Managed: None

Budget Accountability: Team budget of £400k

# 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

* 5 GCSE’s including Maths and English at grade C and above or equivalent (QCF level 2 / SQCF level 5).

#### Desirable

* Institute of fundraising qualifications and/or membership.

## Job-Related Experience

#### Essential

* Call centre, customer service, sales or marketing experience.
* Worked within a target driven environment.
* A proven track record and experience in a results-driven telemarketing environment and of meeting and exceeding targets.
* Experience of using databases.

#### Desirable

* Experience in the Charity sector.
* Experience of training colleagues.
* Ideally outbound call experience.

## Knowledge

#### Essential

* Excellent knowledge of Microsoft Office including Word, Excel and PowerPoint.

#### Desirable

* Understanding of fundraising.
* Understand a multivariable environment (dials, response rates, contacts, duration of call, average gift) and how the combination of these variables will affect return on investment.

## Skills and Competencies

#### Essential

* Confident and enthusiastic, with a friendly and professional phone manner.
* Self-motivated and reliable.
* Good at building rapport with the ability to recognise potential issues from supporter conversation and escalate for investigation.
* Ability to work to targets on call rates, conversion and supporter satisfaction levels.
* Excellent communication skills, particularly verbal communication.
* Excellent planning skills.
* Good with numbers, data and analytical approach.

## 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/:w:/g/ES_hkP-6mT5HkPIdVSJhjgABX0S79-IXzzo3zaTw2LoCXg?e=ESFUNj) to view the salary band.