# Job Profile

Job Title: Face to Face Officer

Directorate: Fundraising, Marketing, Digital and Influencing

Reports To: Face to Face Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: November 2024

## Overall Role Purpose

## The Face to Face Officers helps people with sight loss to live the life they choose by managing the implementation of face-to-face fundraising campaigns (including by third party agencies) in order to generate significant income to support the charity’s work, while ensuring full compliance with all the relevant legislation and with Guide Dogs’ expected standards.

## Key Responsibilities

* Monitor and manage compliance across Face to Face Fundraising both internally & across external suppliers, ensuring best practise targets are exceeded.
* Manage the day to day relationship with external suppliers to ensure quality work is delivered, within the defined schedule and at a competitive cost.
* Continually monitor the industry including regulatory & legislative changes to ensure compliance and best practice at all times.
* Manage external face to face fundraising suppliers day-to-day, including dealing with queries and communication, monitoring performance, analysing results and managing delivery of the campaign within pre-identified targets and budgets.
* Support with the management of the in house fundraising team where required.
* Manage Face-to-Face complaints, logging, investigating and monitoring complaint levels. Liaise with Supporter Care to ensure process is optimised.
* Analysis and regular reporting on complaint and compliance levels.
* Work with other Guide Dogs teams to ensure the smooth delivery of planned fundraising activity. Ensure all communications are clear and there is visibility of F2F activity across the organisation.
* Input into the Channel Team & wider departmental plans and strategies from a compliance and best practice position to help achieve targets, utilising the face to face stream in conjunction with other areas of Fundraising as and when 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: 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.

## Education/Qualifications

#### Essential

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

#### Desirable

* Fundraising and/or marketing diploma.
* Membership of Institute of Fundraising.

## Job-Related Experience

#### Essential

* Experience in a role with similar transferable skills.
* Managing external suppliers.
* Effectively delivering presentations/information in a concise & effective manner.
* Proven track record on monitoring and managing campaigns, compliance and best practice.

#### Desirable

* Face to face fundraising
* Experience working in the charity sector

## Knowledge

#### Essential

* Day to day management of campaigns/projects
* Understanding of fundraising industry compliance and best practice
* Understanding of how to communicate & deliver information effectively

#### Desirable

* Regulatory & legislative best practice within the fundraising industry - CIoF, ICO, Fundraising Regulator, Gambling Act, DPA
* How to deliver effective training and coaching to fundraisers

## Skills and Competencies

#### Essential

* Proven analysis skills.
* Proven organisational skills, able to maintain a number of projects simultaneously.
* Excellent interpersonal and communication skills. Proven skills communicating across different audiences.
* Ability to monitor and analyse performance against key performance indicators.
* Excellent attention to detail.
* Sound judgement to manage and deal with complaints.

## 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

Central Office. Flexibility is required. The post holder will primarily be based at central office, but regular travel will also be expected with occasional overnight stays.

## 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=8mGpTS) to view the salary band.