**Job Profile**

Job Title: Single Gifts Campaign Executive

Directorate: Fundraising, Marketing, Digital & Influencing

Reports To: Single Gifts Campaign Officer

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: February 2025

## Overall Role Purpose

The Single Gifts Executive helps people with sight loss to live the life they choose by assisting with the delivery of Single Gifts (Cash Appeals, Raffle and Mid-Value) campaign program across acquisition and supporter development, delivering on time and budget and maximising the number of responses and value.

## Key Responsibilities

* Assist the delivery of campaigns and loyalty activity, delivering on time, to budget and maximising response and value. Circulate artwork and content for approval and put together feedback for subsequent rounds. Raise purchase orders and manage invoices.
* Manage the delivery of the loyalty communications, to time and on budget, making and implementing recommendations for improving the scheme and processes.
* Maintain up to date and accurate files for all campaigns to enable historic tracking of the performance of each campaign to inform for future activity.
* Undertake post campaign analysis, producing wrap up reports and making recommendations for campaign improvement.
* Work with suppliers to ensure quality work is delivered, within the defined schedule and at a competitive cost.
* Work with the Online team and External Lottery Manager to ensure regularly updated content on the Cash and Raffle sites.
* Work with other Guide Dogs teams to ensure the smooth delivery of Single Gifts activity, and to promote the team positively within the organisation.
* Manage general queries from internal departments, supporters and members of the public on the Cash and Raffle scheme.

## 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: Part of teams that deliver budgets of over £3.5million and over £6million gross income into Guide Dogs. Responsible for individual campaign budgets as set in the annual plans.

**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 (QCF level 2 / SQCF level 5)

#### Desirable

* Educated to degree/diploma level or equivalent qualification preferably in Fundraising and/or Marketing (QCF level 6 / SQCF levels 9-10)

## Job-Related Experience

#### Essential

* Proven experience of working in a busy environment with a successful track record of delivering against competing priorities.
* Proven administration experience.
* Experience of effectively working with a number of different teams and/or suppliers.

#### Desirable

* Experience of working in the charity sector.
* Demonstratable experience of working within a Direct Marketing team.

## Knowledge

#### Essential

* An understanding of administrative systems.
* Demonstrable understanding of direct marketing principles and techniques.

#### Desirable

* Demonstratable understanding of the charity sector.

## Skills and Competencies

#### Essential

* Competent in Microsoft Office including Excel, Word and PowerPoint.
* Very good organisation, communication and administration skills.
* High attention to detail.
* Strong creative and analytical skills.
* Excellent literacy and numeracy skills.

#### Desirable

* 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=SGJjSX) to view the salary band.