



INTERNAL JOB VACANCIES

10th July 2020

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Working for Guide Dogs

If you want to work for an organisation that makes a real difference to the lives of people who are blind or partially sighted, Guide Dogs may have a great opportunity for you.

We have more than 1,000 staff working across the UK in a wide range of roles, all motivated by knowing that, whatever their job, they are playing their part in helping our clients get around independently and safely.

We welcome applications from all sections of the community and we actively encourage diversity. The skills and abilities that we are looking for are as diverse as the range of jobs we have to offer. We are committed to fostering talent and supporting the development of our current staff and registered volunteers.

Please note, all vacancies close at midnight on the date specified. If you would like more information for any of the vacancies below, please call our Volunteering Office on 0345 143 0191. CVs will not be accepted.

Please continue to the next page for details of current vacancies.

Available roles

Role	Location	Closing date	
Income Officer	Central Office	19/07/2020	External
Qualified Guide Dog Mobility Instructor	National	Ongoing	External
Digital Producer	National	23/07/2020	Internal
Committed Giving Campaign Officer - Acquisition	Central Office	26/07/2020	Internal
Trainee Guide Dog Mobility Instructor	Bristol / Leeds / Liverpool / London / Maidstone / Newcastle / Reading	02/08/2020	Internal

[For further details \(including how to apply\) for all external vacancies, please see our jobs board by clicking anywhere on this sentence.](#)

Thank you for your interest in working with Guide Dogs.

Please see below for the job description and person specification for each of the internal roles listed above.

The contents table at the top of this document will tell you the page number for each role.

Job Profile

Job Title: Digital Producer

Directorate: Marketing, Digital & Influencing

Reports To: Digital Delivery Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: 10/06/2020

Overall Role Purpose

The Digital Producer helps people with sight loss to live the life they choose by developing and maintaining Guide Dogs digital communications to support and deliver the organisation's strategy.

Key Responsibilities

- Continuously develop, maintain and improve the Guide Dogs website and other content platforms such as chat bots, apps and voice assistant platforms.
- Take on the role of lead digital producer for a designated area of the business, taking responsibility for content accuracy, functional performance, user experience and meeting web content accessibility guidelines (WCAG).
- Work with stakeholders to formalise a brief and then scope, plan and deliver end to end, projects and campaigns that meet brand guidelines, are quality assured and achieve the desired conversion metrics.
- Inspire and support subject matter experts (SMEs) to create good quality content.
- Create great, customer-centric digital user experiences, including information architecture, user journeys and design.
- Keep up to date on new and emerging digital technologies to facilitate recommendations for delivering new projects competitively.
- In collaboration with the search engine optimisation (SEO) specialist, complete on-page optimisation, including imagery, and meta data requirements.
- In collaboration with the data analyst, measure and review project and campaign insights and benchmarks.

- Identify, report and assist in bug fixing, carrying out user acceptance testing and regression testing where required.
- Assist in scoping new development and carrying out user acceptance testing and regression testing where required.
- Work with the Data Management Team and Business Solution Consultants to achieve stakeholder data capture requirements.

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 and companion 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

- Relevant professional qualification or demonstratable experience in digital production.

Job-Related Experience

Essential

- Experience using web content management systems (Sitecore preferred, but training can be provided).
- Experience in web copywriting and editing skills, with an appreciation of search engine optimisation techniques and application of brand tone of voice.
- Experience of using analytics and applying insight.
- Experience of working with and optimising multimedia.
- Experience of maintaining and promoting a brand online.
- Experience of delivering projects and campaigns to time and budget.
- Experience in producing a web content strategy.

Desirable

- Experience of working with Balsamiq Wireframing.
- Experience of working with Jira.
- Experience of working with Tempo.

Knowledge

Essential

- Knowledge of content management systems.
- Knowledge of Microsoft Office.
- Knowledge of Google Analytics.
- Knowledge of Adobe Photoshop.
- Knowledge of UX.
- Knowledge of SEO.
- Knowledge of redirects and friendly urls.
- Knowledge of tracking and UTM.

- Knowledge of HTML.
- Knowledge of social media platforms.
- Knowledge of Third Sector.

Desirable

- Knowledge of CSS and JavaScript.

Skills and Competencies

Essential

- Effective communicator capable of managing and influencing cross-functional stakeholders, to a senior level, and gain recognition as a trusted adviser.
- Excellent organisational skills with the ability to manage multiple projects simultaneously and to a high standard whilst keeping all parties updated.
- Excellent attention to detail with the ability to also work at the visionary level.
- Ability to plan project schedules, work under pressure, manage competing demands and deliver to tight timescales.
- Able to use initiative to work without supervision as well as working as part of a team.

Desirable

- Agile Scrum methodology.

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 Profile

Job Title: Committed Giving Campaign Officer Acquisition

Directorate: Fundraising

Reports To: Committed Giving Campaign Manager Acquisition

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: 21/08/2019

Overall Role Purpose

The Committed Giving Campaign Officer Acquisition role helps people with sight loss to live the life they choose by managing campaigns across Committed Giving acquisition and maximising the number of responses and value.

Key Responsibilities

- Manage the overall delivery of acquisition campaigns, delivering on time, to budget and maximising response and value, including (but not limited to) direct mail, print, broadcast (DRTV and Radio), email, social and digital media, telemarketing and face to face. Write briefs for creative, data, response handling and supporter care. Ensure the approval procedure is adhered to and all necessary stakeholders communicated with.
- Input into the strategic direction of the campaigns and plans and make recommendations for improvement of the scheme and processes.
- Take personal responsibility for seeking innovative new ways to promote the product and communicate with supporters. Where relevant, assist with the development and creation of new products or introduce new channels to increase Guide Dogs fundraising potential.
- Undertake post campaign analysis, producing wrap up reports and making recommendations for campaign improvement.

- Manage suppliers to ensure quality work is delivered, within the defined schedule and at a competitive cost.
- 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 your fundraising campaigns, and ensuring that digital content on the Guide Dogs website and product social media for your products is monitored for performance, updated for optimisation and fully compliant.
- Work with other Guide Dogs teams to ensure the smooth delivery of committed giving activity and to promote the team positively within the organisation.

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 £46 million gross income for Guide Dogs and 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 £22 million and deliver up to £46 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

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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

Desirable

- Degree or equivalent
- 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 in 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 line management or coaching of a colleague.

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, able to maintain a number of projects simultaneously.

- Demonstrates excellent interpersonal and communication skills.
- Literacy, numeracy skills and experience of Microsoft Office, specifically Word, Excel and PowerPoint. Proven creative and analytical skills.
- Coaching experience.

Desirable

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

Behaviours

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- **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.
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- **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.

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- 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 Profile

Job Title: Trainee GDMI

Directorate: Operations

Reports To: Service Delivery Manager / Head of Mobility Services

Matrix Reporting To: None

Disclosure Check Level: Enhanced

Date created/last reviewed: 01/06/2018

Overall Role Purpose

The Trainee Guide Dog Mobility Instructor (tGDMI) helps people with sight loss to live the life they choose by enabling people with sight loss to get out and about through their partnership with a guide dog. A tGDMI learns to supervise or deliver the training of dogs to be safe and efficient guides. Provide specialist assessment to service users to determine their compatibility for guide dog mobility and determine the most suitable type of dog as a potential partner.

Key Responsibilities

- Attend and participate in assigned tGDMI training programme modules carrying out all required reading and pre- and post-course work, making full use of the resources.
- Become a reflective practitioner and apply current theories to practical application. Complete research as required.
- Train on the job to the required standards, including but not exhaustive:
 - Learn to train dogs in line with Guide Dogs standards and approach.
 - Carry out relevant assessment and appropriate matching of dogs and service users.
 - Design and implement individual dog and service user training plans to the required standard
 - Recognise how individual service user's requirements will adapt the provision of guide dog mobility services.
 - Recognise and escalate any dog care & welfare issues
 - Demonstrate appropriate values, attitudes and behaviours when interacting with people
 - Complete associated administration in line with relevant policies
 - Work with service users, staff and volunteers to develop dog handling and welfare skills.
 - To match and train existing and potential guide dog owners with suitable dogs and aftercare service.
 - To develop interpersonal skills in preparation in working with service users, including both adults and children.
 - To develop into a competent and effective technical member of staff to fulfil the key accountabilities of the Guide Dog Mobility Instructor job description, through the skills learning and mentoring available.

- Engage and contribute in team meetings and training. Participate in events and activities and to get to know Guide Dogs service users, volunteers and staff.

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

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Guide Dogs will require proof of identity and the right to work in the UK.

Person Specification

Education/Qualifications

Essential

- 2 A-levels or equivalent qualifications or equivalent work experience.

Desirable

- Accredited learning in the areas of animal training, behaviour or welfare.

Job-Related Experience

Essential

- Previous experience working with adults and/or young people.
- Experience of teaching, coaching and mentoring.

Desirable

- Previous practical experience in the areas of animal training and/or behaviour.
- Experience of previous work / voluntary work with adults and/or young people with disabilities.

Knowledge

Essential

- Able to demonstrate working knowledge of Microsoft Office.

Desirable

- Knowledge of the charity sector.
- Experience of using databases.
- Previous experience and knowledge in animal husbandry and care.

Skills and Competencies

Essential

- Evidence of coaching, teaching, mentoring, instructing or managing people.
- Able to demonstrate effective written and verbal communication skills and to be able to deal with people clearly and sensitively.
- Excellent verbal and written communication skills.
- Good organisational and administrative skills and can identify problems and either manage or escalate them.
- Can demonstrate a logical approach to decision making.
- Able to demonstrate a high standard of literacy.
- Able to work as part of a team and unsupervised as required.
- Deals well with conflict.
- Is open and honest and can deal with emotional issues well.
- Ability to plan and organise own work and meet deadlines.

Desirable

- Demonstrate the ability to work with people across all ages and abilities.
- Understanding of legislation relating to adults, children, young people and to disability.
- Knowledge of range of resources available to visually impaired people.
- Effective presentation skills.
- Understanding of safeguarding.
- Understands how their department fits in and contributes to Guide Dogs.
- Able to demonstrate experience of dog training/ handling.

Behaviours

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Mobility

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****End of document**