



INTERNAL JOB VACANCIES

29th September 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	
Insurance Assistant	Central Office	07/10/2020	External
Senior Public Affairs and Campaign Manager	National	04/10/2020	External
Fundraising Special Projects Officer	Central Office	11/10/2020	Internal
Digital Fundraising Innovation Partner	National	11/10/2020	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 description: Fundraising Special Projects Officer

Vacancy	Fundraising Special Projects Officer
Salary	GBP £27,472 to £29,091 per annum
Job Type	Specialist Professional
Category	Fixed Term Contract- Full Time
Closing Date	11/10/2020
Date Posted	28/09/2020
Reference	0000037599
Location	Central Office
Region	South East

Job Profile

Job Title: Fundraising Special Projects Officer

Directorate: Fundraising

Reports To: Fundraising Special Projects Manager

Matrix Reporting To: None

Disclosure Check Level: None

Date created/last reviewed: 26/6/2020

Overall Role Purpose

The Fundraising Special Projects Officer helps those with sight loss to live the life they choose by developing, launching and managing a gaming/streaming fundraising proposition to the benefit of Guide Dogs.

Key Responsibilities

- Work with the Fundraising Special Projects Manager to develop an insight led, compelling and relevant fundraising proposition based around video gaming/streaming.
- Work with the Fundraising Special Projects Campaign Manager to create a test plan and strategic marketing plan to launch the gaming proposition.

- Manage the overall delivery of campaigns, delivering on time, to budget and maximising response and value, including (but not limited to) direct mail, emails, social and digital media and telemarketing. Write briefs for creative, data, response handling and supporter care. Ensure the approval procedure is adhered to and all necessary stakeholders communicated with. Ensure the working budget for the product is kept up to date and proactively managed.
- Work with the Fundraising Special Projects Executive to create and deliver content for campaigns and products, including copywriting and working with internal and external photographers/videographers to deliver engaging content for offline and social media.
- Conduct regular analyses, including post-campaign wrap up reports, and make recommendations towards the strategic direction of campaigns and supporter journey improvement.
- Take personal responsibility for seeking innovative new ways to promote the product and communicate with supporters. This will include supporting the Fundraising Special Projects Manager to source new suppliers specific for the target audience and work with compliance to bring them on board.
- 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.
- Ensure that digital content for the campaigns on the Guide Dogs website and product social media is monitored for performance, updated for optimisation and fully compliant.
- Work with other Guide Dogs teams to ensure the smooth delivery of Fundraising Special Projects 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: Contributes towards team expenditure budgets of up to £4million and deliver up to £2 million gross income into Guide Dogs. Contribute to the future income through the development, planning and implementation of new and different income streams.

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

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

- Educated to GCSE grade C or above in Maths and English or equivalent.

Desirable

- Degree or equivalent.
- Diploma in Fundraising and/or Marketing or equivalent.

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.
- Experience and/or working knowledge of video gaming arena. Understanding of the demographics, target audience, platforms and mechanisms.

Desirable

- Experience of working in the charity sector.
- Experience in line management or coaching of a colleague.

Knowledge

Essential

- Demonstrable understanding of direct marketing principles and techniques and of briefing and interpreting analysis.

Desirable

- Demonstrable 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.
- Excellent interpersonal and communication skills.
- Good level of literacy and numeracy skills.
- Proficient in the use of Microsoft Office including Excel, Word and PowerPoint.
- Proven creative, copywriting and analytical skills.

Desirable

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

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.

Mobility

A flexible approach with a willingness to work outside of core hours and away from home when required.

Job description: Digital Fundraising Innovation Partner

Vacancy	Digital Fundraising Innovation Partner
Salary	GBP £44365 to £46973 per annum
Job Type	Lead Professional
Category	Permanent- Full Time
Closing Date	11/10/2020
Date Posted	28/09/2020
Reference	0000037600
Location	National
Region	United Kingdom

Job Profile

Job Title: Digital Fundraising Innovation Partner

Directorate: Fundraising

Reports To: Director of Fundraising

Matrix Reporting To: Head of Digital

Disclosure Check Level: None

Date created/last reviewed: 18/08/2020

Overall Role Purpose

The Digital Fundraising Innovation Partner helps people with sight loss to live the life they choose by actively monitoring the external environment and influencing and challenging teams on the adoption of technology as part of fundraising growth. This role will ensure that with the adoption of technology we gain new supporters, increased donations and value for money from our digital fundraising.

Key Responsibilities

- Through the application of technology and online trends, you will influence strategic change to drive optimal performance and delivery of fundraising objectives. Monitoring the sector and latest developments you will advise the Fundraising Management Team of potential new sources of revenue, donor acquisition, prospecting and ways to improve the donor experience
- Work with the Directorate leadership and management team, being the point of expertise for all digital areas, offering advice, support and insight in relation to different fundraising streams
- Build and maintain influential, inclusive and collaborative relationships with the Head of Digital and the IS Business Partner, acting as a fundraising consultant to enable cross-working to deliver strategic plans and objectives
- Partner with outside organisations to deliver third-party technical solutions, co-ordinating with Digital and IS where required

- To co-ordinate with the IS Business Partner to ensure that Fundraising has a 'road-map' of technical and digital solutions
- Work with Fundraising teams to bring together Digital Marketing results across the piece to ensure cross-team learning is gathered
- Be accountable for ensuring that all data pools are utilised for most effective cross-sell, pulling together learnings from across all pools and product promotions
- Assist the Fundraising Management team through analysing and improving digital performance and capability through the interpretation of business KPIs, management data, internal and external benchmarking information and external best practice
- Work with the IS Business Partner to assist with delivery of smaller projects and third-party solutions, improvement initiatives and prototypes ensuring opportunities are taken forward and delivered to agreed timescales, quality standards, and that all risks are addressed.
- Contribute to the Fundraising strategy, providing digital input, working closely with senior IS and Digital and Fundraising colleagues and functional specialists and challenging when required
- Act as an effective escalation point for all issues connected with digital and technical projects and work with the IS Business Partner to ensure they are resolved

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:	Responsible for developing plans for the infrastructure to help deliver Fundraising's £120m pa budget
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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:

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

Person Specification

Education/Qualifications

Essential

- Qualified or experienced Technology/Digital Professional with significant experience
- Degree or experience in Computer Science, Data Analytics or related area.
- Qualification or proven experience in Project Management, Business Analysis or Process Improvement.
- Degree/Post Graduate qualifications in Digital.

Job-Related Experience

Essential

- Experience of working in various environments
- Experience and understanding of the impact of change.
- Experience of influencing the business to understand and adopt technology
- Demonstrated the ability to build and establish a credible business partnership with all areas of the organisation.
- Experience of delivering projects, working across the spectrum of IS and Digital disciplines

Knowledge

Essential

- A detailed understanding of current and evolving technologies and how they can be applied in our environment.
- A good understanding and experience of Business Analysis and process mapping techniques.
- A detailed understanding of Project management methodologies.
- A detailed understanding of the Digital landscape and across the range of Digital disciplines
- Commercial thinking to drive value from digital investment
- Experience in formulating and implementing strategy.
- A sound understanding of tools and technics to influence partners across all levels of the organisation, and flexibility to apply these in different circumstances

Skills and Competencies

Essential

- Broad and up to date knowledge of Digital Marketing today
- Commercial/business acumen
- Able to build highly effective and collaborative working relationships
- Persuasive and credible influencing skills
- Strong customer service focus and flexibility
- Ability to think strategically and understand organisational issues
- Diagnostic and advisory skills - the ability to take on new concepts, analyse a complex problem/situation, think creatively and advise on a range of options
- Able to coach Directors and senior managers on the use and application of technology.
- Excellent writing and presentation skills
- Can demonstrate the ability to turn the strategy into action and to ensure the organisation moves forward
- Delivers projects and programmes which achieve the required results
- Ensures that core activities run effectively and produce good quality outcomes
- Conducts themselves in an appropriate, professional manner

Behaviours

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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.

****End of document**