



Marketing - Individual Giving

Job Title:	Community Fundraising Officer
Reporting to:	Community Fundraising Manager
Responsible for:	N/A
Dogs Trust Grade:	E
Location:	London Office and Home-based

Job Purpose

To increase income from community and event fundraising activities, including sporting and challenge events. The Community Fundraising Officer is responsible for recruiting, stewarding, developing and managing relationships with individuals, groups and businesses within the community and giving them the best supporter experience possible. This is in addition to maximising opportunities from existing supporters.

Overview of the Department/Team

Dogs Trust is the largest dog welfare charity in the UK with a nationwide network of rehoming centres and charity shops. Last year, Dogs Trust centres cared for over 15,000 dogs; we never put a healthy dog down. We are reliant on voluntary donations in order to continue our work.

The Individual Giving department is part of the Fundraising and Marketing directorate and brings in approximately £88m per annum through regular giving, one off gifts, prize-led fundraising, community and events and legacy and in memory. The collective ambition is to build on the already successful portfolio of fundraising products and grow and diversify income through first class engagement and a better value exchange, so that when people think dog, they think Dogs Trust. The department and team are supporter centric and look for ways to offer an integrated, joined up and valuable supporter experience.

Key areas of accountability

Ensure the delivery of community fundraising plans and activities by:

- Raising money from community fundraising and challenge event activities in line with budgets and strategy by stewarding and developing relationships with individuals, groups and businesses.
- Responsible for delivering community fundraising and challenge event marketing and promotion plans, using all channels to achieve targeted sign ups, and delivering stewardship programmes to increase income for all activities and events.
- Maximising opportunities and encouraging repeat and ongoing participation in community fundraising activities, maximising lifetime value of community fundraisers.
- Supporting the creation and development of new community fundraising and challenge event activities.
- Maintaining accurate and up-to-date financial and supporter records in accordance with Dogs Trust data policies.
- Ensuring our supporters are at the heart of all fundraising activities.

Person Specification

<i>Essential skills, qualifications, experience, and attributes</i>

Experience of developing and delivering excellent stewardship journeys and communications to supporters across multiple channels, with an understanding of best practice in relationship fundraising.

Ability to monitor, collect and analyse data to produce clear and concise reports and make recommendations.

Ability to problem solve and implement solutions.

Knowledge of data protection and legislation on consent.
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Takes initiative and enjoys paving the way.

Excellent communication skills, both written and verbal, with experience of writing copy for supporter-facing materials.
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Experience in building relationships and partnerships in a marketing, fundraising or sales environment.

Experience and track record of working with, and as part of, a team, collaborating and working together for common goals.

Experience of planning and project management of multi-channel fundraising marketing campaigns, including paid digital.

Full manual driving licence.

<i>Desirable skills, qualifications, experience, and attributes</i>

Sympathy and enthusiasm for the aims of Dogs Trust.

Basic canine knowledge – must like dogs and feel comfortable around them.

Use of Microsoft programmes, including Teams and SharePoint.
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Experience of CRM programmes, such as Salesforce, as well as Marketing Cloud and Funraisin.

Experience of recruiting and managing volunteers.

Additional information

Travel within the UK.

Last revised: October 2024

