



Fundraising and Marketing - Individual Giving

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| Job Title: | Supporter Relations Office (SRO) |
| Reporting to: | Regional Supporter Relations Manager |
| Responsible for: | N/A |
| Dogs Trust Grade: | E |
| Location: | Rehoming centre with frequent travel |

Job Purpose

The Role of the Supporter Relations Officer is primarily to promote the work of Dogs Trust to key audience groups. They provide first-class customer care for all Dogs Trust supporters, but particularly potential and existing legacy pledgers. They organise supporter events at the rehoming centre throughout the year and are also part of the team organising and attending the national DogFest events with the Dogs Trust Village.

Overview of the Department/Team

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.

Supporter Relations Officers are based at Dogs Trust Rehoming Centres but are part of the Individual Giving Department. They report to Regional Supporter Relations Managers and, ultimately, the Head of Community Supporter Experiences.

Supporter Relations Officers are expected to travel extensively in the local area, with national travel and overnights stays also an integral part of the role.

Key areas of accountability

Marketing and fulfilling legacies and the Canine Care Card Service

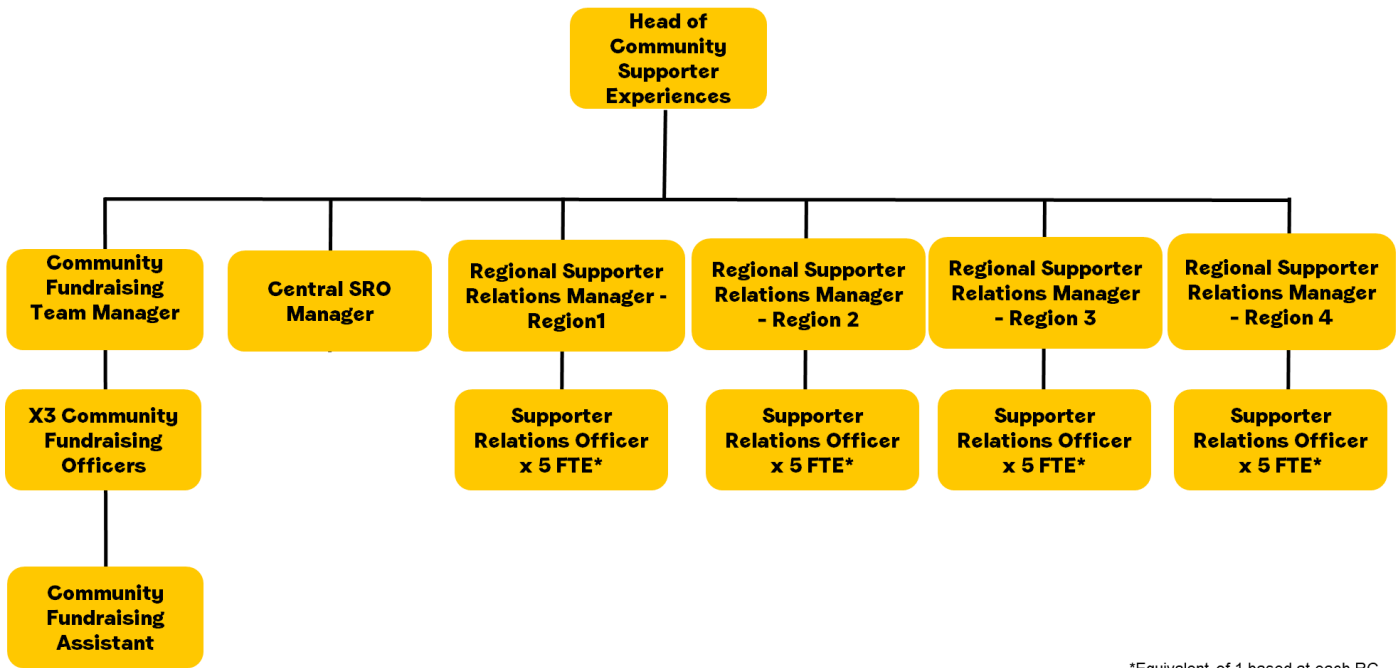
- Secure legacy pledges through developing and maintaining relationships with older people's community groups-for talks, off-site presentations and rehoming centre tours.
- Raise awareness and increase take up of the Canine Care Card Service by building relationships with local businesses, including vets, solicitors and funeral directors, and carry out mailings.
- Manage/handle/respond to all Canine Care Card and legacy enquiries relevant to their rehoming centre.

In memory

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| <ul style="list-style-type: none"> • Be responsible for all thanking and receipting of in memory donations relevant to their rehoming centre, as well as any enquiries. • Where appropriate, develop relationships with funeral directors and next of kin to keep them informed about the work of Dogs Trust. |
| <p>Donor care</p> <ul style="list-style-type: none"> • Develop on-going relationships with potential pledgers/intenders, as well as other local donors. • Organise Special Supporter Days and other donor events at the rehoming centre. |
| <p>Event organisation</p> <ul style="list-style-type: none"> • Take the lead with organisation of events, such as Christmas Fair. • In accordance with targets, attend other events on behalf of Dogs Trust, such as DogFest. |
| <p>PR and social media</p> <ul style="list-style-type: none"> • Update Instagram for SRO purposes, where appropriate. • Be available as a spokesperson (for local radio, television and press), where appropriate. |
| <p>General</p> <ul style="list-style-type: none"> • Establish and develop a sound working relationship with the Rehoming Centre Manager and an understanding of the work of the rehoming centre. • Other duties as required by Regional Supporter Relations Managers and the Head of Community Supporter Experiences. |

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| Person Specification |
| <i>Essential skills, qualifications, experience, and attributes</i> |
| Donor-focused, strong communicator with excellent interpersonal skills. |
| Experiences at dealing with the general public. Excellent relationship builder with donors, solicitors and other relevant parties. |
| Creative and imaginative ideas for promoting legacies and the Canine Care Card Service in the local area. |
| Fundraising experience: mailings, events and face to face. |
| Experience of giving presentations. |
| Develop and prioritise own workload. Able to work well under pressure and to deadlines |
| Basic understanding and knowledge of legacy marketing. |
| Able to work independently and as part of a team. Very organised. |
| Use of Microsoft programmes, including Teams and Sharepoint. |
| Full manual drivers 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. |
| Experience of managing volunteers. |

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| Additional information |
| Frequent travel within the region and the UK. |



*Equivalent of 1 based at each RC

