



FUNDRAISING CONTENT CO-ORDINATOR (Supporter Stewardship)

JOB DESCRIPTION AND PERSON SPECIFICATION

About Soi Dog

Soi Dog Foundation is the largest animal welfare organisation in Asia dedicated to helping stray dogs and cats. Our mission is *'To improve the welfare of dogs and cats in Asia, resulting in better lives for both the animal and human communities, to create a society without homeless animals, and to ultimately end animal cruelty'*. The values we rate are passion, compassion, honesty and transparency.

To find out more about Soi Dog please visit: www.soidog.org

Job Summary

This is an exciting time to join Soi Dog, as we have plans to scale our international fundraising and marketing, as well as accelerate our programme growth in Thailand and beyond. This position plays a vital role within the International Fundraising team in helping to raise the funds required to reduce the suffering of stray dogs and cats in Asia.

The Fundraising Content Co-Ordinator (Supporter Stewardship) will play a vital role in supporting the Individual Giving Manager (Retention & Legacies) to grow the value of our regular giving base through targeted campaigns and exceptional supporter stewardship, with particular emphasis on our Sponsorship Programme.

Duties and Responsibilities

Campaign Planning and Implementation

- Support the planning and implementation of marketing campaigns, via multiple channels, to achieve regular giving growth
- Collaborate with data colleagues to develop robust campaign selections, embedding test-and-learn principles to improve results
- Assist in developing compelling supporter journeys for regular givers and sponsors
- Maintain campaign planning documentation and status updates
- Work effectively with internal stakeholders to collaboratively deliver campaigns and communications

Content Development & Coordination

- Create engaging copy for digital channels
- Coordinate content gathering including animal stories for sponsorship updates
- Work with the Visual Creative team to develop email & website assets including video content
- Ensure brand consistency across all materials
- Support the development of tailored content for different audiences
- Maintain a content calendar for stewardship communications

Digital Campaign Support

- Implement email marketing campaigns through MailChimp
- Create social media content for sponsorship and regular giving
- Track digital campaign performance and report on results

- Build landing pages and donation forms

Analysis & Reporting

- Support the analysis of donor giving patterns
- Help identify opportunities to increase donor value
- Assist in preparing campaign reports
- Monitor campaign conversion rates

Required Skills and Experience

Essential

- Proven experience in fundraising or marketing
- Strong writing and editing skills with attention to detail
- Experience in campaign coordination and managing multiple deadlines
- Knowledge of digital marketing channels and best practices
- Experience with email marketing platforms (e.g. MailChimp)
- Excellent organisational and planning skills
- Experience in building strong working relationships and working collaboratively
- Passion for animal welfare

Desirable

- Understanding of regular giving programmes and donor retention strategies
- Knowledge of supporter journey development
- Understanding of fundraising regulations and best practice
- Proficiency in CRM/database systems
- Experience in analysing results and driving continuous improvement

Working Hours and Location

- This position will be based at Soi Dog's headquarters in Mai Khao, Phuket in Thailand. Working hours Five-day work a week, 40 hours per week with two days off. Employee may start and finish work different times depending on their duties as directed by their manager.

Additional Information

- 19 annual holidays (including Thai National Holidays) rising annually on an incremental scale
- Annual Salary Adjustment
- Social Security
- Visa and work permit
- Provident Fund
- Uniform

To Apply

Please send your CV and a cover letter detailing your suitability for this role to hr@soidog.org
Short-listed candidates will be notified by email.