



INDIVIDUAL GIVING MANAGER (ACQUISITION)

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 in 2025 to scale our international fundraising and marketing, as well as accelerate our programme growth in Thailand and beyond. The Individual Giving Manager (Acquisition) plays a vital role in growing Soi Dog Foundation's supporter base through innovative and effective donor acquisition strategies. This position will lead the development and implementation of multi-channel acquisition campaigns, with a strong focus on digital fundraising, to recruit new supporters and drive sustainable income growth.

Working Hours and Location

- This position will be based at Soi Dog's headquarters in Mai Khao, Phuket in Thailand.
- Working hours are five-days a week, 40 hours per week with two days off.

Duties and Responsibilities

Strategy Development and Implementation

- Develop and execute comprehensive donor acquisition strategies across multiple channels, with particular emphasis on digital fundraising
- Lead the development of new fundraising products including In Memory Giving, and Christmas integrated campaign concepts
- Create and implement testing strategies to optimise acquisition performance across channels
- Work collaboratively with the IG Manager (Retention and Legacies) to ensure smooth supporter journeys
- Contribute to the overall fundraising strategy and annual planning process, as directed by line manager
- Work with other team managers and director to take an audience-led approach to acquisition fundraising

Financial Management

- Monitor and manage campaign budgets, ensuring effective spend and tracking of ROI
- Track and report on key financial metrics including Cost Per Acquisition (CPA), Return on Investment in year (ROI)
- Raise and manage purchase orders for campaign expenditure and supplier costs
- Work with the Director of International Fundraising and Marketing to provide monthly financial updates and variance reporting against targets
- Work with the data team and finance team as needed to ensure accurate income coding and reporting

Campaign Management

- Plan, implement and evaluate multi-channel acquisition campaigns
- Lead the development of creative briefs and manage relationships with external agencies such as our paid media partner
- Ensure all acquisition materials meet brand guidelines and regulatory requirements
- Manage campaign budgets and monitor ROI across different channels
- Develop and optimise digital acquisition strategies across paid social, display, and other channels

Data and Analysis

- Monitor and analyse campaign performance, providing regular reports on KPIs
- Use data insights to inform strategy and improve campaign effectiveness
- Work with the data team to develop robust testing and reporting frameworks
- Ensure accurate tracking and reporting of all acquisition activities

Team Management and Collaboration

- Manage and develop direct reports, setting clear objectives and KPIs
- Work closely with the digital marketing team to maximise online fundraising opportunities
- Collaborate with other departments to ensure alignment of acquisition activities
- Build and maintain relationships with external suppliers and agencies

Required Skills & Experience

Essential

- Minimum 4 years' experience in fundraising and/or paid media with proven track record in donor acquisition
- Strong digital fundraising experience, including paid social, PPC, and email marketing
- Experience in developing and implementing multi-channel acquisition strategies
- Proven ability to analyse and use insights to drive performance
- Strong project management skills and ability to manage multiple campaigns
- Excellent written and verbal communication skills in English
- Experience in line management

Desirable

- Experience in managing large (\$500k and up) budgets
- Experience in team management and development
- Experience in print media, DRTV and Face-to-Face Fundraising

Reports to

International Director of Fundraising and Marketing

Additional Information

- 19 annual holidays (including 13 days of Thai National Holidays) rising annually on an incremental scale
- Annual Salary Adjustment
- Social Security
- Provident Fund
- Uniform provided
- Visa and work permit

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