



INDIVIDUAL GIVING MANAGER (RETENTION & LEGACIES)

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 (Retention and Legacies) is responsible for maximising long-term value from Soi Dog's existing supporters through effective stewardship and development of regular giving, cash and legacy giving programmes. This role will lead a team of

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.

Key Responsibilities

Retention Strategy and Implementation

- Develop and deliver retention strategies to maximise supporter lifetime value
- Lead on the development of sponsorship and regular giving programmes
- Create and implement stewardship journeys for different supporter segments
- Monitor and improve retention rates across all giving programmes
- Design and implement upgrade and reactivation programmes

Legacy Programme Development

- Build and manage a comprehensive legacy giving pipeline
- Develop and implement legacy marketing strategies
- Create compelling legacy marketing materials and communications
- Manage relationships with legacy pledgers and prospects
- Establish processes for legacy administration and stewardship

Special Giving Programmes and Products

- Lead the development of In Memory/Celebration giving programmes
- Create and implement marketing strategies for special giving programmes
- Develop supporter journeys specific to each giving programme
- Manage relationships with high-value regular givers

Analysis and Reporting

- Monitor and report on retention metrics and programme performance
- Analyse supporter behavior to identify opportunities for development

- Provide regular updates on legacy pipeline and conversions
- Track and report ROI across all programmes

Financial Management

- Manage programme budgets for retention activities, legacy marketing and special giving programme
- Track and report on key financial metrics including donor retention rates, average gift value, and legacy pipeline value
- Raise and manage purchase orders for stewardship activities and supplier costs
- Monitor return on investment for retention and legacy marketing activities
- Work with the Director of International Fundraising and Marketing to provide monthly financial updates and variance reporting against targets

Team Management and Collaboration

- Manage and develop direct reports (2)
- Collaborate with other departments to ensure alignment of fundraising activities
- Regularly work with front-line sanctuary staff to ensure fundraising materials and campaigns are capturing the work of the sanctuary and inspiring donors to keep giving
- Build and maintain relationships with external suppliers and agencies

Required Skills and Experience

Essential

- Minimum 4 years' experience in fundraising with focus on retention and legacy giving
- Strong understanding of supporter journey development and stewardship
- Experience in developing legacy marketing programme, cash appeals and/or regular giving
- Proven track record in improving retention rates
- Strong digital fundraising experience
- Excellent internal relationship building and communication skills
- Experience in managing and analysing data
- Knowledge of legacy giving regulations and best practices

Desirable

- Experience in print based media and/or telephone fundraising
- Experience in automating donor journeys
- Experience managing a team
- Experience in financial budget management

Reports to International Director of Fundraising and Marketing

Additional Information

- 19 annual holidays (including 13 day 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