



## FUNDRAISING CONTENT CO-ORDINATOR (CASH APPEALS & 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](http://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 Fundraising Content Coordinator - Cash Appeals & Legacy will play a vital role in supporting the Individual Giving Manager (Retention and Legacies) to implement and optimise our cash appeals and legacy marketing programmes. This role focuses on increasing second gift rates and donor value through compelling content and effective campaign delivery, with particular emphasis on our integrated Christmas appeal and legacy marketing activities.

### 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

#### Campaign Planning & Implementation

- Support the planning and implementation of the cash appeals calendar
- Coordinate the integrated Christmas appeal delivery across all channels
- Assist in developing compelling supporter journeys for cash donors
- Help implement testing strategies to optimise appeal performance
- Support the development of appeal propositions and cases for support
- Maintain campaign planning documentation and status updates

#### Content Development & Coordination

- Write engaging appeal copy for digital channels
- Coordinate content gathering including animal stories and impact reports
- Work with the Visual Creative team to develop appeal assets
- Ensure brand consistency across all materials
- Support the development of tailored content for different segments
- Maintain a content calendar for all appeal communications

#### Legacy Marketing Support

- Support the development and implementation of legacy marketing campaigns
- Assist in creating legacy marketing materials and guides

- Support stewardship of legacy pledgers, working closely with the Senior Major Gifts officer as needed
- Help maintain legacy prospect pipeline

### **Digital Campaign Support**

- Help implement email marketing campaigns through MailChimp
- Support social media content creation for appeals
- Assist with website updates related to appeals
- Track digital campaign performance and report on results
- Build landing pages and donation forms
- Support integration of appeals across digital channels

### **Analysis & Reporting**

- Track appeal performance metrics
- Support the analysis of donor giving patterns
- Help identify opportunities to increase donor value
- Assist in preparing campaign reports
- Monitor second gift conversion rates
- Support data segmentation for appeals

### **Required Skills & Experience**

#### **Essential**

- Proven experience in fundraising or marketing content creation
- Strong writing and editing skills with attention to detail
- Experience in campaign coordination or project support
- Knowledge of digital marketing channels and best practices
- Excellent organisational and planning skills
- Strong attention to detail and ability to manage multiple deadlines
- Experience with email marketing platforms (e.g., MailChimp)
- Passion for animal welfare

#### **Desirable**

- Experience in or understanding of legacy marketing desirable
- Knowledge of supporter journey development and analytics
- Understanding of fundraising regulations and best practices
- Experience with CRM systems

### **Additional Information**

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

**Reports to** Individual Giving Manager (Retention & Legacies)

### **To Apply**

**Please send your CV and a cover letter detailing your suitability for this role to [hr@soidog.org](mailto:hr@soidog.org)**

Short-listed candidates will be notified by email