



## **DIRECTOR OF INTERNATIONAL FUNDRAISING AND MARKETING**

### **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](http://www.soidog.org)

#### **Job Summary**

- Serve as an integral member of Soi Dog's Senior Leadership Team, actively participating in leadership duties, and contributing to the charity's strategic and budget planning.
- Lead the creation, implementation, and management of the strategy and associated plans for International Fundraising, Marketing, and Communications, including active day-to-day involvement in all activity.
- Manage and lead the International Fundraising and Marketing teams, ensuring they meet predefined objectives and targets.

The successful candidate will be a full-time, permanent member of the International Fundraising and Marketing team and will be based in Mai Khao, Phuket, Thailand. This role reports directly to the International Chief Executive.

#### **Duties and Responsibilities**

Provides leadership for all international fundraising, marketing and communications strategy and plans by:

##### **Planning and Management:**

Provide strong leadership and direct line management to the International Fundraising and Marketing team to sustain, develop and grow fundraising, marketing and other initiatives to maximise income and build engagement and brand loyalty from new and existing supporters.

Develop and manage the Fundraising, Marketing and Communications strategy and associated plans to meet ambitious targets.

Prepare and present reports on progress, income and expenditure to the International CEO and the International Board.

Be aware of current legislations, technologies and trends that will benefit the charity.

Close monitoring of international fundraising income across all sources, and managing the international fundraising and marketing departmental budgets.

Procure and manage external suppliers and third parties.

Ongoing risk management and mitigation, escalating risks to the International CEO where appropriate.

**Brand and Marketing:**

Develop and lead on the marketing and communications strategies to expand Soi Dog's reach and increase global awareness and engagement amongst our target audiences with a multi-channel approach.

Ensure consistency in messaging and brand across all content including social media, digital and press releases.

Continue to develop the strategy to proactively secure international press and PR opportunities to build brand awareness.

Co-ordinate an integrated cross-departmental approach with Visual Creative Director and other teams including, Adoptions, Thai Fundraising and external contractors.

**Fundraising:**

Lead the development of strategic plans and initiatives, in collaboration with the Senior Management Team and colleagues, to generate additional revenue streams, and grow existing, for the charity.

Continuously review and seek new major giving opportunities across philanthropy, Trusts and Foundations and corporate partnerships.

Ensure the team submits robust and timely applications for grants, and provide excellent ongoing stewardship including thanking and impact reports.

Execute innovative and creative targeted digital fundraising campaigns across various social media platforms to drive donations.

Oversee all fundraising activity and be the point of sign off for all communications and outgoing campaigns.

Cultivate existing relationships with long-standing supporters to maintain stability in regular giving.

Expand networks and maintaining regular communication with philanthropists, major gift donors, and prospects to establish strong relationships and negotiate ongoing opportunities for support and partnerships.

Manage relationships with external agencies and contractors to optimise return on investment.

Ensure accurate and timely income projections and reports, fostering a culture of performance and ambition.

Keep up to date and comply with current Fundraising legislation and standards of each country and/or regions.

### **Skills and Requirements**

- Proven experience in a senior fundraising and marketing role, with a track record of meeting substantial targets and managing multi-million-dollar income and expenditure budgets.
- Outstanding and demonstrable track record of developing and successfully implementing fundraising strategies across a broad range of income streams.
- Excellent understanding and working knowledge of marketing and communication strategy and implementation.
- Substantial experience of developing individual giving and philanthropy programmes, specifically through digital channels, to drive growth, engagement and long-term value.
- Extensive networking and relationship-building skills.
- Strategic, proactive and ambitious thinker with the ability to motivate and inspire teams, lead on initiatives and engage and build loyalty with stakeholders and supporters.
- Experience in managing change at a strategic and operational level.
- Well-developed influencing, negotiation and inter-personal skills.
- Strong written and oral communication skills and comfort working in a high-energy, fast-paced, and collaborative environment.
- Strong line management and leadership skills, with an ability to successfully matrix manage and a proven track record of developing team members.
- Excellent native or fluent communication skills in English (written and oral) and a confident, professional and friendly demeanor.

### **Working Hours and Location**

This is a full-time, permanent position based in Mai Khao, Phuket, Thailand.

40 hours, five days a week - office based at the Gill Dalley Sanctuary.

You must be willing to work flexibly across multiple time zones when required.

### **Benefits:**

- 19 annual holidays (including Thai National Holidays 13 days) rising to 25 days with year of service
- Annual Salary Adjustment
- Social Security
- Provident Fund
- Uniform
- Visa and work permit

## HOW TO APPLY

Please send your CV together with a covering letter detailing why you think you would be appropriate for this role, to [hr@soidog.org](mailto:hr@soidog.org)

Short-listed candidates will be notified by email.