



FUNDRAISING CO-ORDINATOR (Digital Communications)

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 this year we are celebrating our 20th anniversary and continuing to rapidly 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.

You will be creative, proactive and conscientious and someone who can create compelling digital content plans and communications, with sharp copy writing skills and an eye for detail. Crucially, you will have a passion for animal welfare and will feel excited about the opportunity to work closely with rescue dogs and cats.

This role will primarily be focused on managing all content and communications relating to the Soi Dog Sponsorship Programme, as well as managing all fundraising-related organic social media and supporting on other content such as appeals. The successful candidate will be able to demonstrate previous experience of content creation and copy writing for digital channels, preferably with an emphasis on fundraising.

You will be a full-time member of the International Fundraising team and be based at Soi Dog's headquarters in Phuket, Thailand. This role reports directly to the Director of International Fundraising.

Duties and Responsibilities

- Manage and be responsible for driving forward the development of the Soi Dog Sponsorship Programme including, but not limited to, the following duties:
 - Managing, developing and creating engaging and compelling content for the sponsorship programme including multi-year individual sponsor animal updates, onboarding journey(s), welcome communications, social media content (paid and organic) and other sponsorship assets;
 - Selecting the sponsorship animals, working closely with other teams including the veterinary staff, behavioural team and carers, to keep on top of health and other updates;
 - Maintain and update the sponsorship copy on the SDF website, including developing new and inspiring content;
 - Building emails including leading on design elements;
 - Managing the sponsor inbox;

- Analyse and optimise all sponsorship content – ensuring a testing-first approach to make continuous donor-led improvement.
- Manage and plan fundraising content on our social media channels, seeking to drive continuous growth and boost engagement and conversions;
- Collaborate with teams across the organisations to source, write and upload visually appealing and engaging website content for fundraising;
- Work on creating compelling and engaging digital content, from social media posts to sponsor updates, appeals and onboarding journeys;
- Develop excellent and enduring relationships with current and potential supporters;
- Ensure compliance to data protection, confidentiality and relevant organisational policies and procedures;
- Other duties as required across the team.

Skills and Experience

- Excellent copywriting with a flair for storytelling;
- Outstanding written and verbal English (native or fluent);
- Experience in creating, delivering and testing compelling and inspiring digital content through email, website and social media;
- A fresh and creative approach with the ability to proactively share ideas;
- Strong team player and highly collaborative with various stakeholders;
- Exceptional organisational skills;
- Experienced in building good working relationships with colleagues and the confidence to build relationships with sponsors;
- Be results driven and focussed on driving continuous improvement and growth;
- Enthusiastic and flexible with a strong willingness to learn;
- Passionate about animal welfare, and keen to work closely with our animals - especially the sponsor dogs and cats.

Working Hours and Location

This position will be based at Soi Dog's headquarters in Mai Khao, Phuket in Thailand. Working hours are between 08:00-17:00 five days a week (Monday-Friday) with two days off. You may be required to work evenings, weekends or flexible times depending on demand.

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.