

Fundraising Copywriter

About Soi Dog Foundation:

Soi Dog Foundation is the largest animal welfare organisation in Asia dedicated to helping stray dogs and cats. Soi Dog Foundation sterilises, vaccinates, administers medical treatment, shelters, promotes adoption of stray dogs and cats in Thailand, and runs education programmes on animal welfare. Soi Dog Foundation is also actively working to end South East Asia's dog meat trade, and is expanding within South East Asia, having recently opened an operation in Vietnam.

Soi Dog's Mission Statement 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"**. Its core values are compassion, honesty, integrity and transparency.

JOB DESCRIPTION

Job Title and Summary: The Fundraising Copywriter reports to Senior Manager – Fundraising and Communications and works closely with the Head of Creative. Under the supervision of the Senior Manager – Fundraising and Communications, the Fundraising Copywriter is responsible for writing a wide range of materials for social media platforms and email communications. The Fundraising Copywriter will also provide assistance to various functions of the team such as assisting with donor and sponsor queries, providing leave coverage to other team members and working on special projects as assigned by the Senior Manager – Fundraising and Communications.

Key Responsibilities:

- 1. Production of Fundraising Content for Digital Platforms**
 - a. Write and schedule compelling fundraising appeals for Soi Dog Foundation's digital channels
 - b. Participate in and/or host Facebook Live broadcasts and Instagram stories
 - c. Write fundraising appeal mailings
 - d. Write engagement mailings
 - e. Write supporter newsletters
 - f. Write sponsor updates
 - g. Write other miscellaneous mailings as the need arises, e.g. merchandise, adoptions mailings
 - h. Prepare all mailing content in MailChimp, including copy and imagery
 - i. Re-size existing photography to fit correct dimensions for digital channels, and ensuring UTM parameters are used in links where relevant
 - j. Identify and develop new content opportunities (and ways to repurpose existing content), tools and features to engage the Foundation's online audience, as well as staying abreast of new technologies, trends and strategies
- 2. Production of Content for Website**
 - a. Write copy for website, petitions, and landing pages as required
 - b. Create and update pages for the website as required
- 3. Major Donor and Legacy Giving Communications**
 - a. Assist the Leadership Giving Coordinator in the design of mailings, brochures, landing pages and personal communications.
- 4. Peer to Peer Fundraising**
 - a. Prepare content and post on social media channels (including groups such as the adopter's page and shelter volunteer's page) to promote peer to peer fundraising

- b. Write content to include in internal and supporter newsletters to promote peer to peer fundraisers

5. Donor and Sponsor Communications

- a. Assist other members of the team with the high volume of emails from donors and sponsors when required. This may include cancelling or changing donation details, and will involve working with the donor database and donation payment processors.
- b. Provide assistance to non-native English speaking team members with donor communications

6. Other Duties

- a. Provide leave coverage for other functions in the team, and participate in special projects as needed
- b. Liaise with other departments when assistance from the fundraising team is required

Department and Supervisor: This position reports to the Senior Manager – Fundraising and Communications and works closely with the Head of Creative.

Skills and Qualifications:

1. Copywriting or creative writing experience essential
2. Native English speaker essential
3. Some knowledge of the principles of fundraising writing would be a distinct advantage
4. Excellent proofreading and editing skills
5. High level of attention to detail and computer literacy
6. Familiar with various social media platforms
7. Proficient in Microsoft Excel and Word; familiar with Google Drive and Google Docs
8. Experience with a content management system such as Drupal would be an advantage
9. Experience in working on video production/editing an advantage
10. Experience with MailChimp would be an advantage
11. Good customer service skills
12. A passion for animals and animal welfare
13. Previous fundraising or non-profit experience would be an advantage

Location: Soi Dog Foundation, Mai Khao, Phuket, Thailand

Type of Employment: This position is full-time employment

Benefits:

- Five-day work a week 08:00-17:00 with two days off. (May be required to work weekend or flexible time depending on their duties as directed by their Head of Department.)
- 19 annual holidays (including Thai National Holidays 13 days) rising to 25 days with year of service
- Annual Salary Adjustment
- Annual Service bonus
- Social Security
- Provident Fund
- Uniform

Soi Dog is an equal opportunities employer and does not discriminate on the basis of age, sex, sexuality, religion or disability. Soi Dog Foundation does give preference to Thai candidates for jobs in Thailand.

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 to reach us by **15th May 2019**.

Short-listed candidates will be notified by email.