

Job title: Legacy Marketing Manager	Responsible for:	Reporting to: Head of Individual Giving
<p>Purpose of Role To be responsible for administration and communications with our individual supporters with regards to Legacy and In Memoriam Giving. To be responsible for the development of our Legacy Programme including regular review and update of marketing materials and messages. To support Donor Stewardship Programme.</p> <p>Key tasks and responsibilities</p> <ol style="list-style-type: none">1. Answering and responding to ad-hoc fundraising enquiries by email and phone.2. To maintain accurate and up to date information on the database that reflects the status of all Legacy and In-Memoriam supporters.3. To help develop and implement a stewardship programme for our individual supporters for Legators and In-Memoriam giving to include various products and messages delivered via on and offline channels.4. To be responsible for sending and recording well written, tailored and timely thank you letters and other correspondence to individual supporters and donors.5. To undertake the general administration and marketing of the legacy programme and working with our external Legacy Advisor, drafting and sending letters, responding to and making specific enquiries, generating reports, maintaining accurate filing systems paper and electronic, for all legacies.6. To manage our legacy advertising schedule and marketing materials.7. To manage and maintain database records and produce reports to monitor activities and key performance indicators.8. To undertake research on specific issues or topics, new initiatives or projects as requested.9. Communicate with internal and external individuals and groups (by letter, telephone, email and face to face) in an appropriate helpful and courteous manner.10. To deputise for the Head of Individual Giving as required.11. To liaise with Regional Directors and prepare briefing notes for Regional Offices meetings and to be the point of contact for all matters concerning legacies for the Regional Team.12. To perform any other reasonable tasks as are requested by the Head of Individual Giving. <p>Skills and abilities</p> <ul style="list-style-type: none">• Excellent IT skills, including MS Word, Excel, Outlook and Powerpoint.• Excellent written communication skills, with a fluent writing style and good knowledge and practical use of the English language.• Excellent verbal communication and phone manner and confident in communicating with a wide range of people at all levels.• A keen eye for detail and to ensure high standards whilst working under pressure.• Excellent time management and organisation skills with the ability to manage		

multiple tasks simultaneously and to work to deadlines.

- The ability to be a pro-active self-starter and to use initiative to resolve problems and create solutions to improve the service provided.
- Able to act with tact, diplomacy and confidentiality and deal with sensitive issues.
- Ability and experience of using databases and managing content of websites.
- An approach to mirror our values – supportive, professional, collaborative, creative and confident.
- Willingness to travel across the UK as required.

Other requirements:

- Able to work evenings / weekends.
- Interest in Armed forces charities and empathy with the cause / understanding of the sector.

Agreed by:

Date:

Published Date: