Job Description

General Information

Job Title: Senior Fundraising Officer, Gifts in Wills
Team: Legacy and In Memory
Department: Fundraising and Marketing
Job Location: Andover Central Office
Reports to: Legacy and In Memory Fundraising Manager

Number of Direct Reports: 0
Number of Volunteer Reports: 0
Financial Responsibility: 0
Matrix Reporting Lines to: N/A
Level of Disclosure Check Required and Related Workforce: Basic

Overall Purpose

Every day, around 300 people are diagnosed with macular disease. It’s the biggest cause of sight loss in the UK. Macular disease is cruel and isolating. It steals your sight, your independence, and your ability to do the things you love. There is only one way to Beat Macular Disease for good. We must fund more research now, until we find a cure, or find treatments that stop it in its tracks.

The Macular Society is working to deliver our ultimate ambition – to Beat Macular Disease for the next generation. We are determined to end the fear and isolation of macular disease with world-class research and the best advice and support.
This role will work closely with the Legacy and In Memory Manager and team to grow future income from legacies and in memory donations. The postholder will be responsible for legacy marketing through direct appeals, campaigns, publications and events, as well as ensuring excellent stewardship of legacy enquirers, intenders and pledgers. They will also contribute expertise and skills to in memory fundraising.

The role reports to the Legacy and In Memory Fundraising Manager, and works alongside an In Memory Fundraising Officer. Two part time Assistants in the team provide administrative support. The Legacy and In Memory Fundraising Manager reports to the Director of Fundraising and Marketing.

Our Values

We will Beat Macular Disease by

Making It Happen.  Showing We Care.  Knowing Our Stuff.
Showing We Care
We are Supportive and Caring

Knowing Our Stuff
We have Integrity and we act Honestly

Making It Happen
We are Ambitious

Key Accountabilities of the Role

- Contribute to legacy and in memory strategy, plans and budget and deliver agreed aspects of the legacy fundraising programme
- Project manage legacy direct marketing appeals and campaigns from concept to fulfilment, including targeting, data briefing, creative and delivery
- Research, create and implement new legacy products in order to increase legacy income and ensure supporter retention
- Research, create and implement legacy regional events
- Develop and implement stewardship programmes for legacy enquirers, intenders and pledgers, working across teams to identify opportunities to improve experience and maintain loyalty
- Manage content for the legacy newsletter and contribute legacy articles to supporter publications
- Manage and develop Will-writing partnerships, ensuring the Society is represented accurately and that our supporters receive excellent and accessible service at all times
- Give talks to Macular Society support groups and other community groups as required, on the impact of gifts in Wills
- Take responsibility for website legacy pages, and for promoting legacies via social media and other digital channels
- Act as a Gifts in Wills ambassador across the organisation, building awareness among staff, volunteers and trustees of the importance of legacy income, motivating them to promote it with confidence
- Work across teams to identify opportunities for cross working and wider dissemination of legacy messages
- Contribute knowledge and expertise to In Memory fundraising, helping grow income and maintain donor loyalty
- Keep up to date with trends across the sector and benchmark legacy performance with other charities, highlighting opportunities to grow engagement and income
• Monitor, analyse and produce regular reports on legacy trends and assist with reforecasting of budgets
• Maintain accurate records of all contacts on our database
• Support legacy administration as required, working with line manager and external consultant
• Represent the Macular Society at conferences and events
• Perform such additional tasks as may reasonably be requested from time to time by the Line Manager

All employees will be expected to comply with Macular Society terms and conditions, rules, policies, procedures, codes of conduct, quality standards, authorisation processes, risk management policies etc. and relevant external regulations.

**Competencies**

1. Supports and manages their team and colleagues
2. Works well with others across the Macular Society
3. Is committed to quality and service
4. Understands how the Macular Society operates and follows agreed procedures
5. Delivers their objectives and core activities as required
6. Takes responsibility for their own performance and development

**Person Specification**

Essential knowledge, skills and experience:

• Proven experience and a successful track record in fundraising or marketing, preferably in legacies, in memory, individual giving or direct marketing
• Experience of planning, scheduling and delivering projects to timetable and budget, with a results oriented approach
• Strong IT skills including Word, Excel, Outlook, experience of using database packages and an understanding of data analysis and segmentation for direct marketing campaigns
• Excellent communications skills (face to face, written and oral)
• A proven track record of building successful relationships with donors and colleagues
• Confidence and ability in public speaking
• Ability to plan and organise donor events
• High levels of accuracy across all areas of work
• Ability to work independently under own initiative and cooperatively as part of a team
• Proven ability to maintain confidentiality and demonstrate tact and diplomacy
• Sensitivity, flexibility and ability to empathise
• Knowledge of fundraising legislation and Codes of Practice, especially those regarding legacy and in memory marketing
• Understanding of the principles of data protection
• Willingness to travel within the UK with occasional overnight stays

Desirable knowledge, skills and experience:

• Experience of coordinating campaigns from concept to fulfilment, with strong copywriting skills and experience of briefing and managing design and print
• Experience of managing agencies and partnerships
• Practical knowledge of social media and how it can be used to raise funds
• Confidence dealing with people of all ages and backgrounds including major donors, senior stakeholders and key volunteers
• Familiarity with the low vision field
• Experience of working with older people
• A certificate or qualification in fundraising or direct marketing

Eligibility to work in the UK:

Proof of identity and eligibility to work in the UK.

Volunteering:

From time to time you may be asked to support / volunteer your time (TOIL available) at Macular Society events that take place outside of normal working hours.

Safeguarding:

The Macular Society is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all of our employees and volunteers to demonstrate this commitment.
The post holder is required to carry out other such duties as may reasonably be required, commensurate with the grade of this post. All employees will be expected to excel in being supporter centric, demonstrate advocacy for the Macular Society at all times and be a fundraiser.

This job profile is accurate as at the date shown below. In consultation with the post holder it is liable to variation by management to reflect or anticipate changes in or to the role.

Annual leave: 25 days plus bank holidays
Based: Andover
Contract Type: Permanent

DATE OF EVALUATION: February 2020