



**ANTHONY
NOLAN**

Saving lives through stem cells

RECRUITMENT PACK

PERMANENT

FULL-TIME

FUNDRAISING

Legacy

Marketing

Manager



We are Anthony Nolan

We're here to uncover the answers inside us. Answers for people with blood cancer and blood disorders. Answers that will not only improve lives today but save them tomorrow.

Every day, we match incredible individuals willing to donate their stem cells to people who desperately need a lifesaving transplant.

It all began in 1974 when Shirley Nolan's three-year-old son Anthony was in urgent need of a bone marrow transplant. She set up the world's first register to match donors with people in desperate need and with it, our charity. Today we are pioneers in transforming the lives of those needing stem cell transplants across the globe and we currently give four people a day another chance to live.

But we're not stopping there. We have always believed new ways to save and improve lives can, and must, be found.

Driven by patients, backed by stem cell donors, and powered by science, we won't stop until everyone who needs a transplant can find their lifesaving match and every patient who needs us can not only survive, but thrive.

As we build on our 50 years of experience and expertise to keep pushing the boundaries of what we can achieve for our patients, we hope you will join our incredible team as we embark on a journey to [unlock new ways to treat every patient](#).

Our vision

A future where every patient who needs us can survive and thrive.

Our purpose

Uniting people and science to unlock the cures, treatments and transplants that will transform the future for more patients.

Our aims

- **Survival:** To give every transplant patient the best chance – and quality – of life.
- **Equity:** To ensure all patients have the best access to, experience of and outcome from, treatment.
- **Progress:** To explore and embrace new cell therapies and make them available for patients more quickly

Our commitment to equity, diversity & inclusion

We celebrate diversity in all its richness, including ethnicity; race; socioeconomic background and status; gender; disability and exceptionalities; language; religion; culture; sexual orientation; neurodiversity, and geographical area.

We value the invisible and visible qualities that make you who you are and cultivate a culture where you feel a real sense of belonging and can bring your full self to work.

We welcome you as an individual who brings unique experiences and perspectives that will help us to realise our vision and purpose to unite people and science to unlock the cures, treatments, and transplants for more patients.

We strive to embed equity, diversity, and inclusion practices in every aspect of our daily work.

We are proud of the progress we have made, but know that meeting our commitment to equity, diversity and inclusion is an ongoing endeavour.

We respect the voice, experience and perspective of every member of our diverse community of supporters, partners and patients.

We commit to supporting and promoting equity, diversity and inclusion best practice for every member of the Anthony Nolan community.

Welcome from..

Jo Mazur

Head of Individual Giving

Jo.Mazur@anthohnolan.org

Thank you so much for your interest in the role of Legacy Marketing Manager at Anthony Nolan.

This is an exciting time at Anthony Nolan. We are celebrating our 50th anniversary this year, and we are working to our latest organisational strategy, which will enable us to have even greater impact into the future for patients through our lifesaving work.

It is also a great time of opportunity and growth in the legacy fundraising sector, with annual legacy income now at a high of £3.9 billion. As such, there is so much potential for our Legacy Marketing Manager position to really develop and drive forward our strategy and plans in this area. The role will collaborate across the Fundraising and Engagement teams, to ensure we are promoting the benefits of Gifts in Wills to both new and existing supporters in an audience-centric and considered way.

The role also requires an understanding of legacies, to effectively steward potential legators and oversee our legacy administration.

If you have any questions about the role, or Anthony Nolan, please don't hesitate to get in touch. I look forward to hearing from you.

Background

The Legacy Marketing Manager is a key role within Fundraising Division, responsible for c£900k of annual legacy income. The role is focused on the development of the legacy marketing strategy, and implementation of marketing plans to promote legacies in a compelling way to internal and external audiences, working across Fundraising, the Engagement Division and the wider organisation. The position manages an expenditure budget that aims to deliver growth, enabling our lifesaving work.

The Legacy Marketing Manager will develop and implement an audience-centric and insight-driven integrated promotional plan for the year, designed to attract and steward potential legacy pledgers and legators. The role will ensure that all legacy marketing campaigns are delivering to budget and meet key short-term and long-term KPIs. It also oversees the legacy administration work and ensures all activity is managed effectively, within the regulatory and contractual requirements, implementing best practice across our legacy marketing and administration.

Key responsibilities

These include but are not limited to:

- Develop and manage our legacy fundraising, setting and achieving agreed targets to help us to grow our long-term legacy income.
- Plan, develop and implement high impact, audience-centric legacy marketing campaigns to attract new legacy pledgers, considerers and enquirers. This includes activity across a range of channels from social media, digital, telemarketing, direct mail and events.
- Identify, plan, develop and implement innovative new audience-centric legacy fundraising.
- Develop and implement compelling supporter journeys to effectively steward potential legators.
- Ensure that all legacy marketing campaigns are managed efficiently and effectively.
- Track, report and benchmark results to inform decision making for future activity.
- Overall management of our annual legacy income; management of our legacy administration, including overseeing the external legacy admin support.
- Build and maintain sustainable, constructive relationships with colleagues and key external suppliers.
Provide internal resources for learning about legacies, to aid awareness.
- Collaborate to ensure integrated planning for legacy marketing with the wider teams: Individual Giving, other fundraising teams, the register team, marketing and content along with other colleagues to identify sustainable ways to deliver our Fundraising strategy.

Essential attributes

- Experience of creating and managing large scale, multi-channel, audience-centric and insight-led response-driving fundraising or marketing campaigns
- Demonstrable track record of achieving legacy fundraising success through integrated communications to individual supporters, with experience of effective supporter stewardship to drive loyalty
- A track record of developing and meeting targets within budget
- A working understanding of legacies and the legacy administration process and experience of working with solicitors and online will writing partners.
- Experience of producing financial analysis to improve lifetime value, including detailed income and expenditure budgets and reforecasts
- Excellent written and verbal communication skills and project management skills
- Confident use of Microsoft Teams, Microsoft Office, Excel and First Class.
- Ability to understand, interpret and review plans based on complex information and situations

You will do the role by:

- Acting as the voice of the supporter to place them at the heart of our engagement strategies
- Horizon scanning for the latest developments, regulation and best practice for legacy giving and administration
- Working collaboratively with colleagues internally and external partners

- Embracing a data and insight driven approach, and a culture of ‘test and learn’ and effective measurement
- Seeking opportunities to learn, grow, and develop
- Promoting and engaging with Anthony Nolan’s policies and procedures
- Living the Anthony Nolan values

Terms of appointment

Salary: £40,000 - £43,000, dependent upon experience

Contract: Permanent, full time

Location: Hybrid, Hampstead Head Office

Benefits:

Financial	Wellbeing & Health	Family Friendly
✓ Enhanced Pension Scheme	✓ 27 days annual leave (plus bank holidays)	✓ Paid dependents leave
✓ Travel Insurance & Loan	✓ 24-hour Employee Assistance Hotline	✓ Enhanced Maternity, Paternity & Adoption pay
✓ Salary Sacrifice Car Scheme	✓ Medical Cash Plan	✓ Flexible start/finish times (role dependent)
✓ Life Assurance (4x annual salary)	✓ Cycle to Work scheme	
✓ 1000s of discounts!	✓ Gymflex	

And more! (full list of benefits available on website)

How to apply

Go to anthohnolan.teamtailor.com/jobs and click on the relevant job. You will be asked to fill in some details, add a covering letter and upload your CV.

We will contact you to let you know if you have been successful in being invited to interview or not.

If you have any queries, please email recruitment@anthohnolan.org

Anthony Nolan is a [Disability Confident Committed](#) and [Living Wage](#) accredited employer.