

JOB DESCRIPTION

Position:	Fundraising & Legacy Manager (Maternity Cover)
Responsible to:	Head of Development
Responsible for:	N/A
Works With:	Operations Directorate, external suppliers and third parties
Location:	Hybrid – Godalming and home

Overview:

As the Fundraising & Legacy Manager you will deliver a high level of supporter engagement initiatives, through direct communications, events and marketing campaigns.

You will be responsible for delivering impactful supporter updates to engage and acknowledge the contributions of our supporters. You will be capable of delivering a busy programme of events to promote excellent supporter relationships. You will deliver bespoke events on our wildlife reserves to raise income and promote our work to protect animals. You will deliver legacy events and drive communications that will inspire individuals to pledge a legacy gift.

The League Against Cruel Sports is Britain's leading charity working towards a kinder society where persecuting animals for 'sport' is in the past. Redefining what is acceptable and inspiring change, we were instrumental in helping bring about the landmark Hunting Act 2004. Driven by compassion and empowered by knowledge, we manage sanctuaries to protect wildlife, carry out investigations to expose law-breaking and cruelty to animals, and campaign for stronger animal protection laws and penalties.

United, we will end animal cruelty in the name of 'sport'.

Purpose of Job:

- To manage the planning and delivery of supporter events
- To deliver online and offline legacy marketing campaigns
- To deliver supporter-centric communications to celebrate and acknowledge their support.

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Principal Responsibilities:

- Deliver required income to support the League's annual budgets and KPIs
- Manage the planning, delivery and evaluation of League supporter events including wildlife reserves, virtual and in-person legacy events, as well as the charity's AGM
- Deliver supporter-centric communications (including Protect magazine) that celebrate and acknowledge the contributions of League supporters
- Deliver offline and online legacy marketing campaigns to support the legacy income pipeline
- Steward and develop legacy giving prospects to strengthen the legacy income pipeline
- Manage relationships with external service providers to ensure products remain compliant in line with relevant legislation
- Monitor and demonstrate achievement of set objectives and KPIs, reporting on performance for all managed campaigns
- Work with the Campaigns and Communications Team to ensure League supporters receive timely and consistent messaging their donor lifetime
- Work in line with company policies and processes, in particular health and safety and information security
- Actively work to embed sustainability into day-to-day practices, advancing sustainability at the charity
- Keep up to date with sector-wide event fundraising trends and innovate to develop a robust year-round events programme
- Keep up to date with sector-wide fundraising trends and share with Operations Directorate to help create a testing and learning environment
- Take an inclusive and collaborative approach to teamwork and stakeholder engagement
- Any other duties that are reasonably asked of you

Skills/Knowledge	Essential	Desirable
Professional and Technical Qualifications		<ul style="list-style-type: none"> ▪ Relevant qualification in marketing, digital marketing or fundraising

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Skills/Knowledge	Essential	Desirable
Experience and Knowledge	<ul style="list-style-type: none"> ▪ Proven experience in a third sector fundraising role ▪ Proven experience of delivering successful face to face or virtual events ▪ Proven experience of designing and delivering supporter communications ▪ Working knowledge of data analysis and performance metrics 	<ul style="list-style-type: none"> ▪ Experience managing multiple projects ▪ Proven experience of copywriting for various audiences ▪ Strong understanding of charity laws and regulations
Skills and Competencies	<ul style="list-style-type: none"> ▪ High levels of attention to detail ▪ Sensitive and effective interpersonal skills – able to establish and maintain excellent working relationships with staff, supporters and other stakeholders ▪ Able to generate solutions, analyse and understand issues and make rational judgments based on relevant information ▪ Confident and effective communication skills ▪ Intermediate MS Word, Excel, PowerPoint and Outlook 	<ul style="list-style-type: none"> ▪ Experience of working with fundraising agencies

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Personal Characteristics

1. A genuine empathy and compassion for animals and commitment to the objectives and purpose of the League.
2. A collaborative approach to work and a commitment to the values of accountability, openness and diversity.
3. A credible, approachable person that can build rapport and win hearts and minds for the League.
4. The courage and resilience to work in challenging environments and manage demands in an emotionally mature way.
5. The ability to drive forward change and adapt response accordingly to changing needs and circumstances.

Acknowledgement

I acknowledge receipt of this job description. I confirm that I have read, understood and accept the requirements of this role.

Signed by the employee:

Printed name:

Date: