



Job title:	Fundraising Coordinator (Legacies)
Department:	Fundraising
Reporting to:	Legacy Manager
Salary:	£32,646 per annum
Hours:	35 per week
Location:	Based in London office - we are open to a range of flexible working options, in line with Crisis' Hybrid-Working Policy
Contract type:	12-month fixed term contract

Aim and influence

- To support the Legacy Manager to deliver inspiring and engaging legacy campaigns across a range of channels.
- To contribute to sector-leading supporter experiences that maximise engagement and deepen our supporters' connection with Crisis.
- To communicate 1:1 with individual supporters, providing relevant information and thanking them for their support.

Other key details

- In line with Crisis Hybrid Working Policy
- Role will include some handling of sensitive documents and personal information

Job responsibilities

- Assist with the planning, implementation and delivery of Crisis' legacy fundraising activity
- Project-manage a range of legacy campaigns: briefing our creative agency, liaising with internal stakeholders and inputting on concepts and creative work
- Work closely with colleagues in our Data Teams on selecting relevant audiences for legacy activity, and ensuring supporter responses are recorded
- Contribute to processes for gathering supporter feedback and utilising this insight to improve supporters' experience of Crisis
- Respond directly to individual supporters who contact Crisis about a gift in their Will and make necessary updates to the database



- Use digital dashboards to track performance of online aspects of legacy fundraising (i.e. Crisis legacy webpages and Farewill Will-writing offer – full training will be given)
- Work with teams across the organisation to promote the importance of legacies, and spread the word to new audiences
- Help manage the process of inviting supporters to events

General responsibilities

- Adhere to and promote the principles of 'Supporter in the Room' Philosophy – this is our code of conduct for ensuring we are always respectful of the people who support Crisis
- Actively encourage and support member involvement within Crisis – our members are the people who access our services
- Develop an understanding of homelessness and Crisis' aims
- Follow Crisis policies and procedures, including health and safety
- Carry out other reasonable duties that may be required
- Adhere to Data Protection and privacy legislation

Person Specification

Essential

- 1 Takes an organised approach to managing time and workload
- 2 Strong verbal and written communication skills, whether talking 1:1 with a Crisis supporter, or writing a formal project proposal
- 3 Comfortable managing dynamic projects involving multiple stakeholders
- 4 Experience of delivering mass communications across a range of media
- 5 Confident working with data, utilising it to perform analysis and inform decision making
- 6 Keen to develop new skills and pursue a career in the charity sector
- 7 Good interpersonal skills and happy to work a part of a team
- 8 Willingness to think creatively and innovate to solve problems
- 9 A keen eye for detail and accuracy
- 10 Experience of using Microsoft Office and other IT programmes with a willingness to develop new skills, given the appropriate support
- 11 Ability to comply with safeguarding procedures



12 Commitment to Crisis' purpose and values including equality and social inclusion (Link to explain?)

Desirable

Experience of volunteering for a charity or other organisation

Experience of working in a charity fundraising/marketing role

We encourage applications from all sections of the community and particularly from people who have lived experience of homelessness.



Supporting your application

Thank you for your interest in working for Crisis.

Before you apply, please take a moment to read through the frequently asked questions below which are designed to support your application and help you understand our recruitment processes.

The person specification requires a qualification or experience that I do not have. Is it still worth me applying?

The person specification has the key knowledge, skills, experience or behaviours needed to carry out the job successfully and you will be scored based on any information you provide. If you don't quite meet the criteria, for example if you have an understanding of something rather than experience of doing it yourself, you may still pick up points for explaining your understanding or how you might approach it. However, some of the person specification points, for example specific qualifications, are critical to the role so if you don't meet those requirements, you are unlikely to be shortlisted.

Can I apply by sending my CV?

Occasionally we accept CVs and a covering letter but only if this is requested in the advert for the post. We don't accept speculative applications or hold CVs on file.

What should I do if I can't complete an online application?

If you would like to apply in a different format, for example in a Word document, because you are unable to use the online process, please contact the Recruitment Team jobs@crisis.org.uk It is helpful if you provide details of your requirements or suggestions about how we might best support you to apply so that we're able to consider alternatives.

Does Crisis use Artificial Intelligence (AI) technology for shortlisting?

Crisis does not use AI technology for shortlisting applications or throughout our recruitment process.

Can I use Artificial Intelligence (AI) technology for my application?

We strongly discourage applicants from using AI technology at any stage of the recruitment process. This is so we can run a fair, transparent process which gives all applicants an equitable chance of success. We want to hear about your own experience and perspectives in your application and if shortlisted, during the interview too.

How can I maximise my chance of being shortlisted?

It is important that you complete all sections of the online application form to ensure that the recruiting panel understand your interests, skills, behaviours, knowledge and experience. Shortlisting is mostly based on the information you provide in the assessment form section. A strong application will also be in line with the **Crisis Values** that you can find on our website.

Please note! If you don't provide full responses against the person specification points, the panel won't be able to score your application fully and it will be unlikely there is enough information for you to be shortlisted.

How quickly will I know if I have been shortlisted?



Every recruitment campaign will be different depending on how quickly the shortlisting panel can review applications but if you have not been shortlisted, you will receive an email from us confirming that.

If I am not shortlisted, can I get feedback on my application?

Unfortunately, we are not able to offer feedback on your application if you are not shortlisted for interview.

Can I get feedback after my interview?

We appreciate that information about where you did well or less well can be useful, so if you are not successful following interview we are able to provide feedback.

Will you notify me of future vacancies?

Once you have registered via Crisis Jobs Online, you can sign up to receive notifications of new vacancies based on the criteria you select. We also recommend that you check our website regularly for details of new vacancies.

I recently applied for a role and was not successful, but have seen the role re-advertised. Is it worth me applying again?

If the gap between advertising has been short, we would normally advise that candidates need not apply again, unless you have re-written and enhanced your application. Some examples might be that you have strengthened your examples using the STAR technique above.

Crisis Jobs Online

I have typed my personal statement answers into the online form, but it won't let me save them.

What should I do?

There is a word limit of 400 per answer so it could be that you have exceeded the limit and that is what is preventing you from saving your work.

I filled in the personal statement section and tried to save it/submit it. However, it wouldn't do this, and my information was lost. Is there any way to retrieve it?

You are encouraged to record your answers in a Word document first before copying and pasting your answers into the online application form, using the keyboard shortcuts Ctrl + C to copy and Ctrl + V to paste. The application form has a strict time out limit and so if you take longer than that limit you will lose your work and we are unfortunately not able to retrieve it.

Where can I get help?

If your query has not been answered above, you can contact the Recruitment Team jobs@crisis.org.uk for support.