



JOB DESCRIPTION & PERSON SPECIFICATION

Job Title: In Memory Giving Officer
Reports to: Legacy & In Memory Campaign Manager
Direct Reports: N/A
Location: Remote/Home
Salary: TBC
Hours: 35 per week
Job type: Permanent

Job Purpose	Deliver impactful marketing campaigns and stewardship activities to increase in memory giving.
Accountabilities	Support the delivery of the in-memory programme and be the first point of contact for all in memory supporters.

Main Responsibilities	<p>Campaign delivery and reporting:</p> <ul style="list-style-type: none"> • Develop and deliver engaging fundraising campaigns across different channels in line with the in-memory fundraising strategy that inspire people to give in memory of a loved one. • Report campaign performance against objectives, identifying and sharing learnings. • Complete campaign and programme evaluations, and KPI reports. • Keep up to date with sector developments and recommend new fundraising or stewardship opportunities. <p>Supporter cultivation and stewardship:</p> <ul style="list-style-type: none"> • Be the first point of contact for individuals who support the charity through our tribute fund programme, or are considering doing so; handling enquiries, correspondence and database records. • Develop relationships and deliver excellent supporter care across different channels, providing the best supporter experience. • Develop and support the delivery of thanking and stewardship communications. • Update thanking processes and templates on a regular basis. <p>Collaborative working:</p> <ul style="list-style-type: none"> • Liaise with the suppliers and third-party fundraising platforms to ensure they work smoothly and meet supporters’ needs. • Work with the Legacy & In Memory Campaign Manager and Senior Legacy & In Memory Manager to develop the overall in memory strategy.
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	<ul style="list-style-type: none"> • Liaise with other fundraising teams to identify opportunities for developing and promoting in memory giving in the community. • Build and manage effective working relationships with colleagues, ensuring they understand the campaign's objectives, and deliver the necessary support to a high standard and to deadline. • Work closely with internal teams to develop and deliver an excellent supporter experience for all supporters giving in memory. <p>Compliance</p> <ul style="list-style-type: none"> • Ensure activities are run in line with GDPR, Code of Fundraising Practice and other appropriate legislation and regulations. • Work with internal teams including Data and Insight, Income Processing and Digital to ensure comprehensive processes are in place regarding the import and use of data from owned and third-party platforms.
Qualifications & experience	<ul style="list-style-type: none"> • Experience of delivering successful in memory fundraising campaigns.
Knowledge, Skills & Experience	<ul style="list-style-type: none"> • Experience of delivering high quality supporter care, particularly involving supporters who've been bereaved. • Experience of delivering in memory marketing activities across different channels including social media, print and email. • Knowledge of how to grow in memory giving through attracting new donors and encouraging repeat giving. • Building positive and trusting one-to-one relationships with supporters. • Developing supporter stewardship plans and communications. • Write and commission copy that engages and generates response. • Use insight, analysis and results to drive decisions. • Manage internal stakeholders and external suppliers to deliver successful projects to deadline and budget. • Experience with GDPR and relevant fundraising and data legislation.
Key Competencies & Behaviours	<ul style="list-style-type: none"> • Supporter focused. • Build excellent relationships with supporters, delivering a consistently excellent supporter experience. • Excellent communication skills. • Remain calm under pressure and composed in emotional situations. • Be solutions driven and respond quickly to changing demands. • Build strong relationships with colleagues and external suppliers. • Ability to work independently, demonstrating strong skills in prioritisation and time management. • Drive work forward to meet the team's objectives. <p>Model our values. We are:</p> <ul style="list-style-type: none"> • Innovative-Collaborative-Authentic-Resourceful-Energetic

I have read and understood the Job Description:

PRINT NAME:

SIGNED:

DATE: