

Job Description

Individual Giving and Legacy Manager

Location:	Hybrid
Salary:	£40,000 FTE (Actual salary £16,000 – £32,000, depending on hours)
Hours:	15-30 hours per week (please specify your preference upon application)
Contract:	Permanent
Responsible to:	Head of Fundraising

Our Mission

Schoolreaders goal is for all children, regardless of background, to leave primary school being able to read well so they can go on to access their secondary education fully and maximise their future life chances. We match volunteers to local primary schools, focusing on schools and children with the greatest need. Our volunteers support over 35,000 children each week with a one-to-one reading support session and we have ambition to continuing growing.

Role Description

We are seeking a proactive, strategic and donor-centred fundraiser to lead and implement our Individual Giving and emerging Legacy Giving programmes. This role is ideal for a fundraiser with experience in donor stewardship, campaign development and relationship-based fundraising who is ready to play a key role in growing sustainable voluntary income.

You will lead on the end-to-end delivery of supporter acquisition, retention, and stewardship plans, ensuring that every donor feels valued and understands the impact of their support. Alongside managing an established portfolio, you will proactively build a strong pipeline of new prospects, driving year-on-year income growth.

In addition, you will lead the development of our first Legacy Giving programme. With no formal legacy activity in place and a large, engaged volunteer network, this is a unique opportunity to establish a long-term income stream from the ground-up – raising awareness, creating accessible materials and nurturing warm supporters who may consider leaving a gift in their Will.

This role blends strategic planning with “hands-on” campaign delivery. You will use insights from supporter data to refine supporter journeys across both digital and traditional channels, managing budgets and key relationships to achieve our growth targets. We are a growing charity, and this role offers the opportunity to innovate and shape the future of our Individual Giving and Legacy Giving programmes with strong support from Head of Fundraising and the CEO.

Main Duties and Responsibilities

- Develop and implement a year-round Individual Giving strategy to acquire new supporters and increase donor loyalty.
- Plan and deliver multi-channel fundraising campaigns including two established annual Big Give campaigns.
- Plan and deliver legacy awareness moments throughout the year (e.g., Remember A Charity Week).
- Monitor and strengthen donor retention, reactivation and upgrade strategies through consistent, high-quality stewardship.

- Build strong relationships through meetings, events, tailored communications and impact reporting.
- Work with Head of Fundraising, SMT and Trustees to support high-value donor engagement.
- Lead the creation and delivery of Schoolreaders first Legacy Giving strategy.
- Develop clear and accessible legacy information for supporters, volunteers and the wider public.
- Collaborate closely with the Comms Manager to develop impactful campaign assets and compelling stewardship content and legacy messages across multiple channels.
- Ensure all donations and supporter interactions are promptly and accurately recorded in the fundraising CRM (Salesforce) and ensure donors receive timely and well-managed acknowledgements.
- Create personalised cultivation plans, stewardship strategies and donor engagement touchpoints, particularly for the charity's 100 Club members and HNWI's.
- Represent Schoolreaders at face-to-face meetings and events to raise the charity's profile and secure individual support.
- Work alongside colleagues and volunteer County Teams to maximise local and national fundraising opportunities.
- Identify PR opportunities generated by fundraising activities and coordinate with the Comms Manager to optimise visibility and income.
- Ensure all activity complies with GDPR, PECR, Fundraising Regulator guidance and charity policies.
- Carry out other reasonable duties supporting the charity.

Person Specification

Experience, Skills and Knowledge	
Experience in Individual Giving, Major Gifts or Legacy fundraising.	Essential
Proven track record of building and managing successful donor relationships or supporter journeys	Essential
Data-driven approach with experience using CRMs for segmentation and pipeline management, including tracking and analysing donor or supporter data (preferably in Salesforce)	Essential
Experience in developing and implementing new fundraising initiatives or strategies	Essential
Confidence in face-to-face donor engagement and delivering cultivation events.	Essential
Highly self-motivated with the ability to take initiative and work independently to build a new function	Essential
Excellent interpersonal skills, able to inspire trust and build rapport with high-value supporters	Essential
Exceptional written and verbal communication skills, including the ability to produce compelling fundraising copy and proposals	Essential
Strong organisational and project management skills with a focus on delivering ROI	Essential
Diplomacy, discretion and sensitivity when engaging with supporters	Essential

Good knowledge of Word and Excel and ability to use data to inform decision-making	Essential
Thorough understanding of GDPR and current UK fundraising legislation	Essential

Benefits

As part of our commitment to making Schoolreaders a great place to work, we offer access to the following employee benefits:

- 25 days annual leave (3 of which must be taken over Christmas), 1 day paid leave for your birthday, plus public/bank holidays (pro-rated for part-time staff)
- Contributory pension scheme
- Access to a free 24/7 support service providing legal, financial, emotional, and medical advice
- A positive, supportive working environment which actively supports a healthy work-life balance
- Charity away days and social events
- Free parking and on-site facilities such as a canteen