



Income Generation - Mass Public Fundraising

Job Title:	Legacy Campaign Manager
Reporting to:	Legacy Programme Manager or Legacy and In-Memory Manager
Dogs Trust Grade:	E
Location:	London office with hybrid working

Job Purpose

The role of the Legacy Campaign Manager is to deliver the Legacy programme and help implement new projects and initiatives, making sure they're delivered on schedule and to a high standard. The Legacy team works collaboratively with internal teams and their workstreams, so that the legacy message is integrated across Dogs Trust. This role monitors and develops our supporter journey, to ensure supporters have a great experience and are confident their gift is valued.

Overview of the Department/Team

The Individual Giving department is part of the Fundraising and Marketing Directorate with income streams from regular giving, one-off gifts, prize-led fundraising, community and events and legacy and in-memory. Individual Giving are responsible for our most successful fundraising product, 'Sponsor a Dog.' Across the department, we have extensive experience of fundraising marketing, donor management and services, gift-processing and local fundraising and supporter engagement. Our collective ambition is to build on our already successful portfolio of fundraising products and grow and diversify our income through engagement and value exchange, so that when people think 'dog,' they think 'Dogs Trust.'

Currently, legacies account for over 40% of Dogs Trust's overall income, so it's a very important area of our work. We have an ambition, as a team, to create a legacy strategy that helps all parts of Dogs Trust feel comfortable when talking about gifts in Wills to our supporters.

Key areas of accountability

Account manage external creative agencies and suppliers in order to deliver multiple Legacy, In Memoriam and Canine Care Card campaigns.

All data processing required to deliver the campaigns, including creating data briefs, checking data outputs and arranging selection and delivery of campaign data.

Manage the creative process, ensure that the content of all output and communications is compliant and reflects the work, brand and priorities of Dogs Trust.

Work closely with the wider Legacy team, specifically those in Acquisition to ensure a seamless supporter journey throughout.

Work closely with the Individual Giving Operations team and external fulfilment companies to set up and monitor response handling and fulfilment services as our centralisation project evolves.

Account manage external third party In Memory platforms, to ensure reporting and acknowledging of donations and maintenance of tribute pages is timely with appropriate communications.
Monitor and analyse outcomes from projects and report regularly on progress and key learnings, including recommendations for future projects.
Work closely with Community Supporter Experience team to develop a calendar of events for Legacy, In Memoriam and Canine Care Card supporters.
Support and develop the implementation of our In Memory programme, identifying onward journeys from products, such as our memory wall.
Supporting the wider Legacy team with development of in memory products and services.
Work closely with internal stakeholders to ensure that all communications provide supporters with the best possible experience of Dogs Trust.
Responsible for working within the budgets set by the Central Legacy and In Memory Manager and the Head of Legacy and In Memory and ensuring timely coding of all invoices.
Responsible for escalated supporter correspondence, including queries and complaints generated by the campaign activities, in line with the Dogs Trust Brand, Tone and the Complaints Procedure.
Gather content, such as case study details, photography, statistics, and costs.
Coordinate and assist in the implementation of new technologies, initiatives and data streams as required.
Keep up-to-date on all relevant compliance and legal requirements and ensure that all activity meets these standards.
Any other reasonable duties.

Person Specification
<i>Essential skills, qualifications, experience, and attributes</i>
Legacy and/or In Memoriam marketing and fundraising experience.
Excellent communication, influencing and engagement skills at all levels of the organisation.
Experience of working with data and databases.
Knowledge of Data Protection and GDPR.
Ability to demonstrate excellent time management skills, coping well and managing multiple projects simultaneously, whilst prioritising competing deadlines.
Experience of working with internal teams and external suppliers, negotiating costs, managing relationships and ensuring positive outcomes.
Proven ability to analyse results of campaigns, understand KPI's and report accordingly.
Accurate PC literacy with the ability to use Word, Excel, Outlook, databases and internet applications.
Proactive and able to work independently.
Commitment to the aims and objectives of Dogs Trust.
<i>Desirable skills, qualifications, experience, and attributes</i>
Ability to travel to our different rehoming centres for events/case studies.
Event experience.
Knowledge and experience using Salesforce CRM.

Our values and behaviours
The culture at Dogs Trust is based on our values and behaviours which underpin everything that we do.
We dream big
Thinking boldly – We channel our passion and commitment to be open to new ideas and possibilities, and to be brave enough to generate and try out new ways of working.
Embracing change – We have the courage, imagination and flexibility to focus on what really matters and adapt as needed to turn our dreams into reality.
We're on the ball

Staying curious – We pay attention to what’s going on around us and remain open-minded. We learn from others and consider different angles and perspectives.

Focusing on impact – We are passionate about the difference we make. We use our knowledge and experience to plan our work, solve problems effectively and achieve what we set out to do.

We make things happen

Being proactive – We have a positive, can-do attitude. We actively build strong relationships with others to solve problems and create opportunities.

Working together – We are collaborative and inclusive. We create relationships based on kindness, trust and respect to bring out the best in ourselves and others.

Additional information

Roles based at our London office operate a smarter working model, which includes working from the London office and from home, depending on the task.

Last revised: June 2026

