

WHAT'S THE ROLE?

LEGACY AND IN MEMORY EXECUTIVE

I will be responsible for managing and delivering the day-to-day running of the Legacy and In Memory programme. Focusing on supporting the legacy acquisition strategy; and stewarding supporters to increase their propensity to give. Being the first point of contact, I will sensitively help supporters who have lost a loved one. I will work collaboratively across Prostate Cancer UK to raise the profile of legacy and in memory giving.

IN THIS ROLE YOU'LL...

- Develop and deliver multi-channel campaigns across Legacy and In-memory activities
- Assist with the development of supporter journeys to convert warm supporters to pledgers, retain pledgers and encourage in-memory supporters to continue to give
- Responsible for managing the operational duties of the Prostate Cancer Memorial Sculpture
- Develop and improve the cross promotion of legacy and in-memory giving to existing audiences within the charity
- Identify new audiences and channels for legacy promotion to then devise and implement marketing campaigns
- Develop and deliver an internal legacy engagement and training program so all staff, volunteers and trustees can promote legacy fundraising
- Support Manager in the implementation of the legacy acquisition strategy, assist in the delivery of legacy acquisition marketing campaigns and events programme
- Responsible for running the tribute fund program, including maintaining the platform, ensuring integration with RE and supporting donors in its use
- Identify, contribute and where needed oversee product management with a view to strengthening supporter loyalty and value
- Day to day management of team volunteer/s
- Acquiring and managing case studies
- Report on financial and non-financial KPI's which monitor the performance of the programme
- Maintain high quality data, making sure information is gathered and recorded in line with the requirements of the General Data Protection Regulation, ICO and Prostate Cancer UK Data Protection Policy.

WHO YOU ARE...

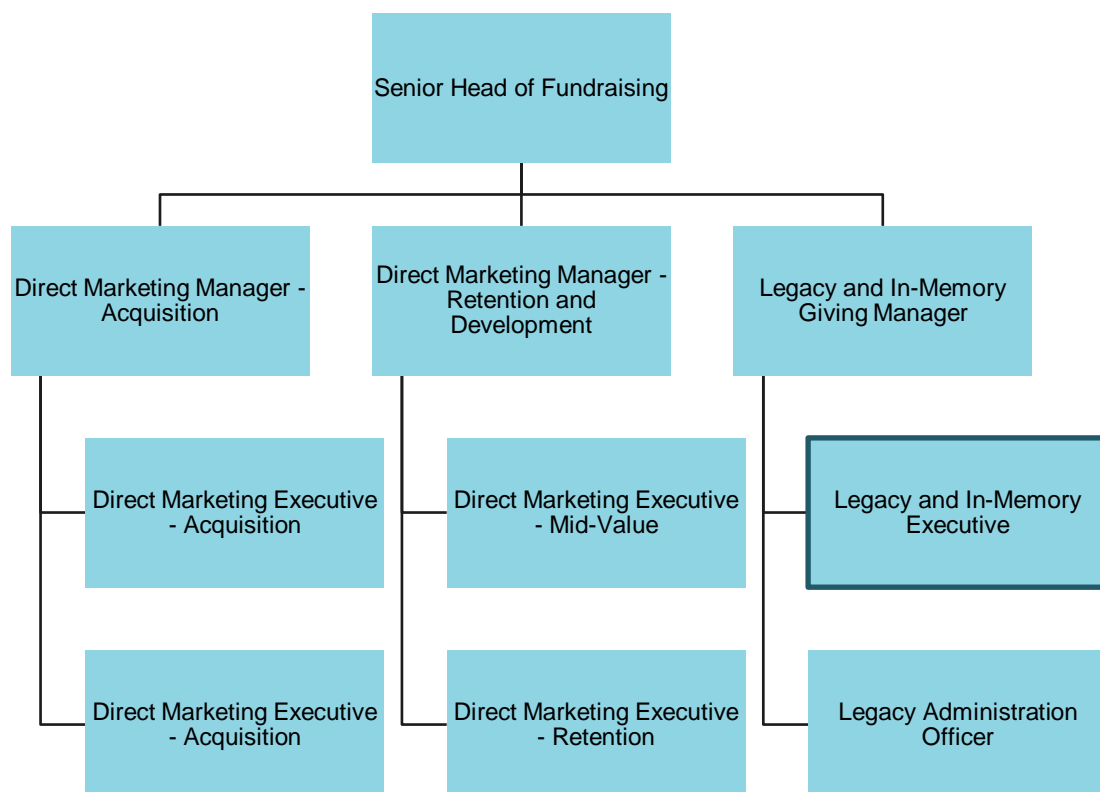
- Excellent verbal and written communication skills
- Excellent attention to detail
- Understanding and sensitive manner when dealing with supporters
- Ability to develop relationships with key stakeholders both internal and external

- Prioritising and decision-making skills: working to tight deadlines
- Excellent analytical skills, with the ability to interpret and present data to support evidence-based decision making
- Able to use numerical data and calculations to support informed business decisions
- Experience of reporting on and evaluating campaigns
- Ability to work independently and as part of a team
- Experience of implementing plans and procedures to manage data processes such as data imports, exports, income, thanking and KPI reporting
- Experience of working with external agencies and suppliers
- Enthusiasm and willingness to be flexible to achieve targets and outcomes
- Working knowledge of standard IT packages including Microsoft Word, Excel and PowerPoint
- Actively supports our commitment to equity, diversity, inclusion and allyship.

YOUR ROLE: THE NUTS AND BOLTS

- Your line manager:** Legacy and In-Memory Giving Manager
- Job level:** Band 2B
- Contract:** Permanent
- Hours:** Full time; 37.5 hours per week - We're happy to consider requests for flexible and part-time working on hiring.
- Location:** Hybrid working – a combination of remote and in-person working at our London Bridge office. You'd need to be in the office one day a week and we may need you to come in for specific meetings.

WHERE DOES MY ROLE FIT IN THE ORGANISATION?

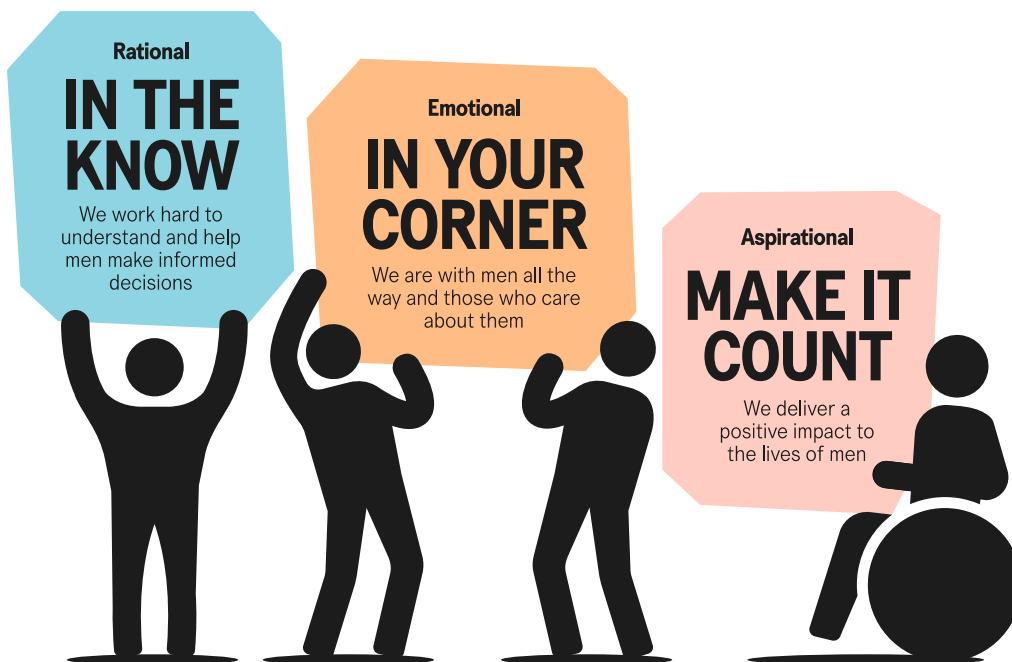


OUR CULTURE

VALUES AND BEHAVIOURS

Our values and behaviours help us make decisions, work together and guide the sorts of conversations we have on a day-to-day basis. They underpin our brand identity and give us a shared understanding of who we are and how we work together to create positive change, every day.

OUR VALUES



OUR BEHAVIOURS

RATIONAL	EMOTIONAL	ASPIRATIONAL
GENEROUS WITH KNOWLEDGE Switched on and well-connected, we share our expertise and make informed decisions.	GOT YOUR BACK Unembarrassed and reassuring, we listen, understand and stand up for those in need.	DO WHAT MATTERS Impossible to ignore, we focus on what matters to drive results and maximise our impact.
NATURALLY CURIOUS Constantly learning and hungry for knowledge, we challenge and push for answers.	OPEN TO ALL Inclusive and open-minded, we recognise everyone is unique and embrace different perspectives.	NEVER SETTLE Fired up and determined to make a difference in everything we do – and driven to give our best.