



<b>Job Title</b>	Legacy Fundraiser	<b>Reports to</b>	Fundraising Manager
<b>Location</b>	Warrington with requirement to travel across the UK		
<b>Department</b>	Fundraising		
<b>Job purpose</b>			
To grow PAPYRUS' legacy fundraising income by creating and implementing a multi-year legacy strategy, planning and delivering activities in this area, managing residuary, specific and pecuniary cases.			
<b>Jobs reporting into the job holder</b>		None	
<b>Key responsibilities and duties</b>			
<ul style="list-style-type: none"> <li>• Develop and implement a Legacy Strategy and operational plan for long term growth.</li> <li>• Research and develop new legacy activities and create a marketing plan. Project manage the day-to-day planning and delivery of activities central to the legacy marketing program, including: direct mail, email marketing, digital, social media, events, and the promotion of tribute funds and free will services.</li> <li>• Prepare and agree all briefs and supporting documentation required for specified campaigns, taking responsibility for liaising with all internal and external stakeholders to support this and ensuring these stakeholders are provided with all required information for the successful delivery and fulfilment of the campaign.</li> <li>• Work closely with the Fundraising Manager and communications team to develop a compelling legacy proposition and produce a suite of legacy and in memory marketing materials that can be used to engage and inspire supporters to take the next step in their legacy giving, including sharing inspiring, compelling case studies to support legacy marketing and in memory activity, including gathering stories from legacy and in memory supporters.</li> <li>• Be proactive seeking out new initiatives and market trends in fundraising across the UK charitable sector.</li> <li>• Build and manage relationships with supporters across all communication channels' and provide professional, relevant, timely and empathetic stewardship at all times.</li> <li>• Raise awareness of PAPYRUS and its work by developing and giving presentations and talks both online and face to face to supporters and facilitate necessary photo opportunities in line with GDPR for use in future promotional activity.</li> <li>• Alongside other members of the team, keep the CRM system fully up to date with information about our supporters and their activities.</li> <li>• Working with colleagues in Business Support Services to use the data collected across all donation platforms to analyse and inform required reports and update existing reporting mechanisms.</li> <li>• Be fully conversant in all GDPR, Fundraising Regulator issues and gift aid protocols to protect the PAPYRUS brand, our fundraisers and staff.</li> <li>• Act as an advocate for legacy and in memory giving by working across the organisation to ensure that the legacy messages are communicated effectively, including supporting internal legacy training for staff.</li> </ul>			

- Work across income generation and with other departments to identify and target legacy prospects within the existing supporter base and other potential legacy audiences across all of PAPYRUS' networks.
- Identify opportunities to cross promote legacy and in memory giving to supporters as well as any activity from across the charity that could provide appropriate cultivation and stewardship opportunities for existing and prospective Legacy and In Memory supporters.
- Provide teams with relevant, engaging and impactful content, messaging or resources for inclusion in cross-team supporter communications.
- Be a key point of contact for all legacy and in memory donation related matters from across the organization.

**Health and safety**

- Fully endorse, demonstrate and carry out the health and safety policy.
- Comply with all policies and statutory regulations relating to health and safety, safe working practices, hygiene, cleanliness, fire and COSHH. This will include your awareness of any specific hazards in your work place and assist if required with the amending of risk assessments periodically.
- Identify and resolve maintenance requirements or hazards within the workplace and encourage any workforce to do the same to avoid injury.

**Safeguarding**

- PAPYRUS Prevention of Young Suicide is committed to safeguarding the welfare of children, young people and adults at risk and expects all staff and volunteers to endorse this commitment.
- The employee must act to protect all children, young people and adults at risk that they interact with. The employee must report any misconduct or suspected misconduct to the Designated Safeguarding Lead.

**General**

- Cooperate fully with colleagues and be flexible when assisting them in response to business needs
- Ensure a positive commitment towards equality and diversity by treating others fairly and not committing any form of direct or indirect discrimination, victimisation or harassment of any description and to promote positive working relations amongst employees and customers.
- Comply with all policies and procedures and act in the best interest of the charity at all times.

The above job description is not intended to be exhaustive, the duties and responsibilities may therefore vary over time according to the changing needs of the charity

**DBS check required** Basic DBS check

**Person specification**

* <b>Method of Assessment:</b> A = Application Form; I = Interview/ Assessment; C = Certification or other evidence		<b>Essential/ Desirable</b>	<b>Method</b>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• English Language and Mathematics GCSE or equivalent - grade 4 or above</li> </ul>	E	A/ C
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Previous experience of working in a fundraising role for a UK registered charity</li> </ul>	E	A/I
		E	A/ I

	<ul style="list-style-type: none"> <li>• Proven track record of effective relationship management with donors/ fundraisers</li> <li>• Proven ability to manage projects and strategies from conception to completion</li> <li>• Proven track record of working effectively in a team</li> <li>• Experience in legacy fundraising, running successful campaigns and initiatives.</li> <li>• Legacy pledger acquisition, retention and segmentation in a charity / commercial setting</li> <li>• Experience of project management, including budget setting and management.</li> <li>• Experience using Raiser's edge or a similar CRM database.</li> </ul>	E E D D D E	A/I A/I A/I A/I A/I A/I
<b>Knowledge, skills and qualities</b>	<ul style="list-style-type: none"> <li>• Knowledge of the regulatory environment for fundraising from individuals and legators including data protection, Gift Aid and Fundraising Codes of Practice and regulations</li> <li>• Good knowledge of data selection, data analysis, insight and application of datasets for maximum success</li> <li>• Understanding of legacy fundraising</li> <li>• Excellent interpersonal skills</li> <li>• Confident and persuasive communicator with good attention to detail</li> <li>• Ability to manage a varied and complex workload prioritising competing demands</li> <li>• Strong analytical skills</li> <li>• Competent user of IT tools including Word, Excel and PowerPoint</li> <li>• Experience of using social media channels professionally</li> <li>• Ability to work some unsocial hours and travel to meetings / events as required across the UK</li> </ul>	D D E D E E E E E D E	A/I A/I A/I A/I A/I I I I I I
I confirm that I have read and agreed to this job description outlining the main duties of my job role.			
<b>Job holder name:</b>			
<b>Signed:</b>		<b>Date:</b>	