

RNRMC Job Description

Job Title	Legacy Fundraiser
Department	Fundraising
Location	HMS Excellent
Reports To (Role)	Director of Fundraising
Direct Reports (Role(s))	N/A

Overall Purpose

The Legacy Fundraiser is responsible for growing long-term income through legacy and in memory giving. The role leads the development and delivery of legacy fundraising campaigns, oversees legacy and tribute fund activity, and provides excellent stewardship to supporters considering or making a legacy gift.

Working closely with internal teams and our external legacy administration partner, Legacy Links, you will ensure high standards of supporter care, governance, administration and reporting, helping to build a sustainable pipeline of future income for the charity.

Overview of Duties & Responsibilities**Legacy Fundraising & Campaigns**

- Develop and deliver an annual legacy fundraising plan to increase awareness, enquiries, pledges and future income.
- Lead the legacy and in memory supporter journey from initial enquiry through to long-term stewardship, providing a high standard of personalised supporter care.
- Plan and deliver legacy marketing activity across print, digital, email, newsletters and campaigns, working closely with Marketing & Communications colleagues.
- Maximise opportunities through national legacy campaigns, including Remember A Charity Week.
- Build relationships with local solicitors, Will writers and other professional partners.
- Develop events and engagement opportunities to raise awareness of Gifts in Wills with supporters and the wider community.
- Monitor campaign performance, pipeline activity, KPIs and income forecasts, using data and insight to drive continuous improvement.
- Maintain accurate records of legacy enquiries, pledgers, estates, expected income and payments received.
- Develop understanding and confidence in legacy giving across RNRMC, supporting colleagues to identify appropriate opportunities.
- Keep up to date with legacy fundraising best practice, regulation and sector developments.
- Manage budgets, schedules and external suppliers to ensure effective delivery and value for money.
- In collaboration with Supporter Services, oversee Tribute Funds and related processes.

Legacy Administration Oversight

- In collaboration with Finance and Legacy Links, oversee legacy administration for RNRMC and partner charities, ensuring accurate recording, processing, reporting and forecasting of legacy income and estates.
- Manage the relationship with Legacy Links, ensuring compliance and audit requirements are met. Escalate all complex or sensitive cases to Legacy Links as appropriate.

Database & Donor Insight

- In collaboration with the Data Lead, ensure the CRM system effectively supports Legacy and In Memory fundraising and that supporter data is maintained accurately.
- Use research, evidence and donor insight to identify opportunities and develop fundraising activity that maximises engagement and income.

Qualifications & Experience

- Experience in fundraising, marketing, supporter engagement or a similar role.
- Experience of delivering campaigns, projects or engagement activities.
- Experience of using CRM systems.
- Experience of supporter stewardship, legacy, in memory or individual giving fundraising would be advantageous.

Skills & Knowledge

- Excellent communication and relationship-building skills.
- Ability to communicate with empathy, professionalism and discretion.
- Strong organisational skills, with the ability to manage competing priorities and deadlines.
- Ability to interpret data, evaluate performance and inform decision-making.
- Good attention to detail and accuracy.
- Proficiency in Microsoft Office applications and CRM systems.
- Knowledge of legacy fundraising and Gifts in Wills would be advantageous.