

JOB DESCRIPTION

JOB TITLE: Legacy and In Memory Fundraiser

BASE: Flexible: Wirral or Liverpool with some homeworking

DEPARTMENT: Fundraising

REPORTING TO: Legacy and In Memory Manager

About us

At Claire House, our ambition is to be one of the best places to work in the North West. We have an incredible cause to support, we've been offering flexible working for many years and have an awesome team of colleagues who make coming to work fun. We work hard to create a happy workplace where people thrive and feel like they're making a genuine difference to seriously and terminally ill children in our community. Consequently, staff turnover is low, enjoyment levels are high and there's always plenty of cake.

About the role

The postholder will support the Legacy and In Memory Manager in implementing a Legacy and In Memory strategy, ensuring Claire House remains a legacy confident organisation. You will be deeply committed to effective and meaningful supporter stewardship, connecting legators (potential and actual) to the cause while demonstrating the impact their support will have on future generations of seriously and terminally ill children. You will be a confident ambassador for Legacy and In Memory giving, work seamlessly with a range of stakeholders and have the knowledge and experience to understand what success looks like.

Key skills and experience:

- Experience of managing supporter/customer relationships
- Ability to handle sensitive conversations resulting in positive outcomes
- Confident in exploring and presenting insight and data
- Highly organised with excellent literacy skills
- Team player with the ability to converse comfortably with a wide range of people

Responsibilities:

- To fulfil a Legacy and In Memory stewardship programme at Claire House:
 1. Maximise opportunities to promote Will writing and legacy giving.
 2. Collaborate with fundraising colleagues to find new opportunities.
 3. Work with the admin team to appropriately respond to enquiries made by supporters.
- Insight and analytics:
 1. Support the Legacy and In Memory Manager by conducting appropriate and accurate research into external legacy giving trends
 2. Staying up to date with current trends and thinking and undertake training where needed
- Utilise the ThankQ CRM to accurately record all supporter activity ensuring:
 1. Supporters' relationship history is maximised

2. Legators' relationships with Claire House is thoroughly researched and understood wherever possible
- To build internal relationships with a range of stakeholders, for example the HR and Finance teams, to promote awareness of legacy and in memory giving at staff inductions and to ensure there is a robust and smooth process before and after donations are received
 - Support the Legacy and In Memory Manager to maintain an effective review system for all legacy administration and correspondence, identifying successes and areas for improvements
 - Work with the Admin team to be the first point of contact when people enquire about leaving a legacy or in memory donation and respond promptly and appropriately
 - Work collaboratively with Claire House colleagues to make sure supporter stewardship is to the highest possible standards
 - To ensure all marketing materials, web pages and 3rd party platforms like Much Loved and Just Giving are reviewed regularly, are up to date and relevant.
 - To be aware of legislation relevant to the role i.e. data protection
 - To support the Legacy and In Memory Manager in ensuring all fundraising activities are completely in a timely manner.

General Claire House Requirements

- The job holder must act at all times in a professional and responsible manner and have due regard to confidentiality and Health and Safety legislation. This is an outline job description and should not be regarded as an inflexible specification.

This is an outline job description and should not be regarded as an inflexible specification. Responsibilities will be reviewed periodically in line with service priorities and duties may change or new duties be introduced after consultation with the post holder. As a term of your employment you may be required to undertake such other duties, such as link roles, and/or hours of work as may reasonably be required, commensurate with your general level of responsibility with the organisation, at your initial place of work or at any other of the Claire House establishments.

DBS level: Enhanced with child and adult barred list

Our working premises are no smoking areas.

PERSON SPECIFICATION

Job Title: Legacy and In Memory Fundraiser

	Essential	Desirable
Qualifications	GCSE Maths and English A-C	
	Driving Licence	

Experience	Have demonstrable experience of managing a diverse workload and working effectively in a fast-paced environment Experience of managing a database, enabling accurate records to be maintained Experience of managing customer/support relationships	Have at least two years' experience of working in a fundraising environment
Skills	Excellent people skills, especially when handling sensitive conversations Excellent IT skills Highly numerate with the ability to collate, analyse understand and present financial information to a range of audiences Ability to manage a variety of giving platforms to track habits and trends Excellent working knowledge of Microsoft Office Have excellent writing skills The ability to effectively monitor progress and excellent attention to detail.	
Knowledge Understanding	Understand current techniques used for the promotion of legacy and in memory fundraising Understanding of fundraising regulatory requirements and the Fundraising Code of Practice	Understanding of legality of gifts in wills

Personal Attributes Abilities	Highly motivated self-starter and team player Be bright and confident A people person Be able to work autonomously or as part of a team Have an acute attention to detail To think creatively and resourcefully Ability to relate well to people at all levels and to be tactful and sympathetic with bereaved people	
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