



We're looking for a **Legacy Manager to join our team**

Salary: Circa £40,000

Base: Central Edinburgh/hybrid

Hours: Full time and permanent. 35 hours a week over core working hours of 10am – 3pm, Monday to Friday, with a one-hour lunch break. The office is open 8am – 6pm daily and our hybrid working policy requires all full-time employees to work at least two days a week in the Edinburgh office.

Benefits: 10% employer pension contribution; employee assistance programme and counselling service; enhanced maternity/paternity/adoption pay; enhanced sick pay; 31 days' paid holiday/year plus four paid winter public holidays; 2-weeks fully remote working/year; three paid carer days/year; death in service benefit; cycle to work and travel season ticket schemes.

To support the Team's work-life balance, we work a nine-day fortnight where the charity is closed every second Friday.

About the role and why we need you

As part of our multi-million-pound funding programme for discovery cancer research, you can make an impact every day at Worldwide Cancer Research.

We are working on a strategy of income growth and diversification in the Fundraising & Philanthropy team, and your role will be central to achieving this mission. Working closely with the Head of Fundraising & Philanthropy, the Legacy Manager is responsible for delivery of our legacy growth strategy including:

- Delivering excellent legacy marketing campaigns.
- End-to-end stewardship of potential supporters; and
- Administration of legacy gifts.

In 2024 our team won the Best Legacy Campaign at the Scottish Fundraising Awards and we're looking for someone to build on our recent successes and be part of an ambitious and high-performing team.

The charity's values include curious, united and spirited, all of which you can readily demonstrate as you work with colleagues across Worldwide Cancer Research and among your own Fundraising & Philanthropy team. You will be an advocate for our vision when in touch with potential supporters and influencers, as you raise awareness of Worldwide Cancer Research and our mission in your day-to-day work.

Who are we?

At Worldwide Cancer Research, we start new cures. Cancer is still one of the leading causes of death worldwide, but cutting-edge science can give us hope. Discovery research seeks to uncover new knowledge that could change the way we think about cancer. It reveals new ways to prevent, diagnose, and treat cancer that can save lives.

We actively seek unconventional and imaginative ideas from scientists at all stages of their career, across the globe. In some cases, we are the only organisation that will fund a scientist's idea. We take an unbiased approach to research funding by focusing on supporting only the best ideas for new cures. By having a diverse research portfolio, we increase our chances of finding breakthroughs.

Our vision is of a day when no life is cut short by cancer, and we believe we can achieve this by starting the life-saving advances of the future by sowing the seeds of discoveries. Anyone that helps bring forward breakthroughs – including our staff, our supporters, and the researchers we fund – is a Curestarter.

As a charity, we are committed to opportunity without barriers, and we are striving to seek, value and learn from different perspectives and experiences. We want Worldwide Cancer Research to be an inclusive organisation – where everyone can be themselves and feel valued – as diverse as the scientific community we fund and the families whose lives we impact.

We are committed to ensuring that we provide equal opportunities to every applicant regardless of age, disability, gender reassignment, marriage or civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. We aim to ensure that our recruitment process is unbiased and that everyone is treated equitably. In support of this, we have pledged to 'Show the Salary' for our roles and we are registered as a Disability Confident Committed Employer – because our team members are at the heart of everything we do to start new cancer cures around the world.

To help start new cancer cures and save lives, we are looking for a Legacy Manager to join the ambitious Fundraising and Philanthropy team at Worldwide Cancer Research, to help the charity run its multi-million-pound funding programme for discovery cancer research.

How do I apply?

- Please email your CV with your cover letter to: recruitment@worldwidecancerresearch.org
- You will find the full **job profile** and our **benefits** on [Worldwide Cancer Research careers](#)
- **Closing date** is 10 February 2025, 12 noon.
- **Interviews will be held on** 25 February 2025 in Edinburgh – we will contact all applicants as soon as possible after shortlisting for interview.

- We are a **disability confident committed** employer – please contact Paula Cahill, our HR Manager, if you have any questions about our recruitment process, accessibility and adjustments to support you: paulac@worldwidecancerresearch.org



- Please note your **cover letter** will be key to the success of your application and applications without cover letters may not be considered.
- Please consider the use of AI in your application carefully, we would prefer original cover letters reflecting your individuality and suitability to the role.
- Please tell us where you first saw this job advertised.

Additional information

Award

Worldwide Cancer Research is a team of around 50 and we run an annual Employee Engagement Survey; in 2024 we achieved a 93% positive response to 'I would recommend Worldwide Cancer Research as a good place to work'.



Privacy

We will hold your application data on file for six months after the end of the recruitment round, after which your data is deleted or destroyed. Please view our [Recruitment Privacy notice](#) .

Thank you for your interest in our work.

Post: Legacy Manager

Responsible to: Head of Fundraising and Philanthropy

Key contacts/relationships:

Internal – Director of Marketing & Fundraising, Brand & Communications team, Marketing & Supporter Experience team, CRM and Analytics team, Research team, Senior Management Team (SMT) and Board of Trustees.

External – Supporters (known as Curestarters), lawyers and professional executors, next of kin, co-beneficiaries, partner agencies from supplier framework, Worldwide Cancer Research Scientific Advisory Committee and grant holders.

Purpose:

To be central to a strategy of income growth and diversification in the Fundraising & Philanthropy team. Reporting to, and working closely with, the Head of Fundraising & Philanthropy, the Legacy Manager is responsible for delivery of our legacy growth strategy including marketing and administration.

Principal functions of the role:

- To deliver our end-to-end stewardship of potential Curestarters including legacy enquirers, considerers and pledgers.
- To deliver excellent legacy marketing campaigns in line with Brand and Communications and to recruit new Curestarters to the charity; and
- The administration of all legacy gifts, including stewardship and adding value.

Key responsibilities:**Strategic planning and delivery -**

- Working with the Head of Fundraising & Philanthropy, to develop, implement and deliver the long-term Legacy strategic plan.
- Project manage all campaigns from scoping to debrief, as well as key stewardship activities.
- Work with the Marketing & Supporter Experience team to develop an integrated and multi-channel approach to supporter journeys.
- Manage and develop all elements of the Legacy supporter journey, including pipeline development from enquiry generation to final gift, communications, events, promotions and stewardship.
- Represent the charity, as first point of contact for all Legacy gift administration enquiries, ensuring professional, appropriate and effective communications.
- Manage the Legacy gift caseload and process associated documentation for all gift types, ensuring the charity receives its full entitlement in accordance with the provision of the Will, Codicils, Deeds of Variation or settlements, and the law.

- Proactively liaise with co-beneficiaries and maintain working relationships with other charities where relevant.
- Develop working relationships with professional executors, next of kin and lay executors.
- Review estate accounts and ensure all estates have been administered correctly, including the allocation of Capital Gains Tax and Inheritance Tax.
- Ensure all activity is compliant with relevant data protection legislation and in line with organisational information governance policies.

Management, planning and reporting -

- Manage the Legacy budget; record, monitor and control all costs associated with activity.
- Ensure effective delivery and monitoring of income and expenditure against a clear set of financial targets and KPIs, reporting and making recommendations.
- Ensure that all activities and campaigns comply with Chartered Institute of Fundraising codes, Fundraising Regulator, and data protection legislation.
- Proactively keep abreast of funding trends and initiatives in the UK and internationally, as well as of developments in fundraising and related legislation; re-design and communicate changes in procedures and working practices, as appropriate.
- Monitor the outcomes of campaigns, document the successes, identify learning and report to SMT as required.
- Create detailed campaign documents on legacy activity to record key dates, content, objectives, and specific targets for each campaign.
- Manage briefing and delivery of internal service delivery and contracted services with suppliers, agencies, and consultants including contracts and service-level agreements (SLAs).
- Nurture good relationships with Legacy prospects, ensuring they receive a high standard of stewardship and supporter experience.
- Champion Legacy giving across the charity, ensuring Team Worldwide are aware of the importance of gifts in wills and prepared to promote this way of giving.
- Undertake any other duties that fall within the scope of the post as allocated by the line manager.

Data Management and analysis

- Working closely with the CRMA team, interrogate the supporter database and identify segments for campaigns.
- Working closely with the CRMA team, develop and implement appropriate data processes and campaign records, in line with best practice.
- Working closely with the CRMA and Marketing teams, critically assess and appraise the supporter data selections and segment performance.

Generic information for all roles

- The responsibilities described within the job description are not intended as exclusive or exhaustive. They are to highlight the major tasks and duties of the role, and the post holder may be required to undertake other duties that are consistent with the overall purpose of the role.
- It is expected that every job description will be subject to a regular review. In addition, posts may be reviewed where there is a change in the requirements of the charity.
- Attend regular team training as required.
- Every member of staff is expected to be a role model to others within the charity and those they encounter in the course of their duties, upholding the charity's values.

Person specification:

Requirements	Essential	Desirable
Educational attainment	Relevant experience and/or training related to Legacy fundraising.	Individual Membership with the Institute of Fundraising, or equivalent marketing or direct marketing body. Institute of Legacy Management training, certificates – CiCLA, and membership or be willing to work towards.
Experience	Legacy management within a charity. Accounting principles relevant to legacies, including current Institute of Fundraising code of practice. Acquiring and developing legacy supporters. Developing and delivering effective communications with executors and all other stake holders. Collating accounts and interpreting financial information. Creating reports, including financial and analytical reporting. Managing multiple priorities, caseloads and deadlines simultaneously.	Evidence of client or donor relationship development. Checking Inheritance Tax (IHT) and Capital Gains Tax (CGT) calculations. Working knowledge of data protection legislation. Working knowledge of relevant tax and charity law.
IT experience	Computer literate and proficient in MS Office software, especially Excel. Databases and CRM systems.	Raisers Edge, Salesforce (current system), First-class.

Skills and aptitudes	<p>Excellent communication skills with a range of audiences at all levels.</p> <p>Empathy and judgement when responding to emotional circumstances, for example with bereaved supporters and executors.</p> <p>Highly numerate with aptitude for analysing and interpreting data.</p> <p>Strong influencing and negotiation skills with the ability to remain calm under pressure.</p> <p>Excellent administrative and organisational skills with ability to use own initiative, work to deadlines and to re-prioritise.</p> <p>Professionalism, including confidentiality, discretion and reliability.</p>	
Interests	<p>Charity work.</p> <p>Professional learning and development</p>	<p>Appreciation of discovery cancer research.</p> <p>Knowledge of Worldwide Cancer Research.</p> <p>Third sector networking.</p>
Other requirements	<p>Willingness to understand the vision, mission and strategy of Worldwide Cancer Research.</p> <p>Commitment to attend training courses to update knowledge and skills.</p> <p>Commitment to diversity and inclusion.</p> <p>Willingness to demonstrate the charity's values.</p> <p>Occasional travel throughout the UK if required for meetings/key events.</p>	