



Legacy Manager

Job Description: March 2025

About Smile Train

Smile Train is changing the world one smile at a time. Our goal is to transform every person's life impacted by a cleft lip or palate. We train and support doctors and medical professionals to provide our beneficiaries with free, lifechanging comprehensive cleft treatment. Our sustainable model has allowed us to reach two million children in 90+ countries and we're just starting. We are truly changing the world one smile at a time.

Smile Train is looking for exceptional people to join a worldwide team of dedicated, passionate professionals. Our team is creative and highly motivated individuals working to make a positive impact. Join us!

Reports To

UK Fundraising Director

Summary

We are looking for a highly skilled Legacy Manager with demonstrated experience, preferably within the charity sector or comparable commercial environment. The role will involve primarily working from home and must be situated in or near London to attend regular in person meetings with key staff.

Key responsibilities

1. Take responsibility for a portfolio of around 300 legacy pledgers in order to deepen relationships and offer excellent stewardship to ensure that legacy pledgers feel valued by STUK and their pledge is retained.
2. Act as the first point of contact for legacy enquiries, both internal and external, responding with authority, sensitivity and diplomacy, so that legacy enquirers and intenders choose to leave STUK a gift in their Will.
3. Plan and deliver a programme of marketing and advertising to promote legacy giving and grow our pipeline of legacy supporters. This will include contributing to campaign strategy development; producing marketing materials including newsletters; and consulting with the Head of Individual Giving re legacy mailings.
4. Undertake general legacy communications including developing a tangible legacy vision, make phone calls, arrange one to one meetings and write personal notes/letters.
5. Organise at least 2 – 3 legacy events per year including post-event follow-up.

6. Organise legacy stewardship activities such as recognition mechanisms.
7. Liaise with and oversee the administrative work of *Legacy Link*, our legacy administrators.
8. Keep accurate and up-to-date records of all legacy activity on Salesforce and in shared files.
9. Provide useful data insight and analysis producing regular statistical, qualitative and financial reports of legacy activity.
10. Manage in memoriam marketing.

Travel

There is limited but regular travel into London for regular team meetings as well as periodic travel as needed around the UK for meetings with legacy pledgers and to organise legacy events.

Required Education and Experience

1. 5+ years of relevant experience with exposure to legacy marketing and liaison with legacy enquirers, considerers and pledgers preferred.
2. A proven history of generating significant growth in key legacy metrics such as numbers of legacy enquirers and pledgers.
3. Demonstrated success in developing substantive donor relationships and in supporting senior management and programme staff, to execute donor and engagement strategies.
4. Excellent verbal and written communications skills and strong interpersonal skills with the ability to interact with both management and donors.
5. Extremely detail-oriented with strong organisational and time management skills.
6. Able to take ownership of a process and to use problem solving skills to resolve issues.
7. Able to make sound decisions based on analysis, experience and judgment.
8. Able to function both independently and as part of a global team.
9. Familiar with the MS Office and donor management systems. Knowledge of Salesforce and First Class preferred.
10. Bachelor's degree or equivalent, although an equivalent combination of education and experience may be accepted as a satisfactory substitute for this required level of education.

Compensation Range

£45,000 plus pension and benefits.

Application Information

Smile Train is an equal opportunity employer, committed to inclusive hiring and dedicated to diversity in our work and staff. We strongly encourage candidates from all groups and communities to apply. To apply, please complete the application online. Include your CV and a cover letter that describes why you believe you would be a good fit for Smile Train and this role. We encourage interested applicants to apply as soon as possible.

This job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee. Duties, obligations, and activities may change, or new ones may be assigned at any time, with or without notice.