



Job Title	Legacy Stewardship Manager
Directorate	Public Fundraising
Accountable to	Associate Director of Public Fundraising
Responsible to	Head of Legacies

About Us

The Royal Marsden Cancer Charity raises money to save the lives of people with cancer, everywhere. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

We are a very ambitious organisation which has gone through transformational growth over the past five years. Alongside funding an existing programme of world-leading research, treatment and care, the Charity completed its largest capital appeal to date, successfully raising £70 million to build the Oak Cancer Centre at the hospital's Sutton site, which opened in summer 2023.

However, with one in two of us expected to develop some form of cancer, it is essential that we go even further in our fundraising efforts to support the essential work of The Royal Marsden. Therefore, we are delivering our most ambitious strategy yet, that will see us raising at least £215m over the 5-year period.

The Charity has committed to its biggest fundraising appeal to date, for a new major development project in Chelsea. There is also an extensive portfolio of engaging projects outside of the capital appeals that help to support all aspects of the hospital's work to improve the lives of cancer patients.

Our Values

We know that to succeed it is critical to work collaboratively, with a set of shared behaviours that guide and govern how we work every day. In consultation with our staff, we have defined five Values which we believe are central to who we are and how we work and we are committed to living them daily.

We are:

Respectful

We believe in a safe, supportive workplace, seek the expertise and contribution of others and are mindful of the needs of our supporters and stakeholders.

Kind

We are caring, responsive, considerate, and generous with our time.

Ambitious

We have high aspirations and are enterprising in our approach.

Purposeful

We make informed decisions which support our agreed priorities, showing desire and determination to achieve our goals to make a tangible difference.

Versatile

We explore alternative solutions and respond positively to new opportunities to maximise our impact.

The Legacy Team

The Legacy team sits in the Public Fundraising Directorate and drives growth across our legacy programme, developing and delivering new and existing legacy products and campaigns, in addition to managing the administration of our income.

Our work manages the delivery of a comprehensive, cross channel legacy marketing programme, designed to increase awareness of legacy giving, build long-term engagement and develop a pipeline of invested gifts in Wills supporters, who feel highly valued - ultimately increasing our future legacy income.

Over the last couple of years gifts in Wills enquiries have tripled and the number of new pledgers has doubled, now is a really exciting time to join the team and the Charity and help secure and grow our future income to support The Royal Marsden's incredible work.

Job Purpose

As Legacy Stewardship Manager you will be responsible for developing and delivering best in class legacy stewardship activity. You will deliver high quality and compelling supporter experiences to increase engagement and build loyalty, through one-to-one stewardship and multi-channel communications.

You will be a highly skilled relationships manager, with proven skills and experience in supporter stewardship and relationship building. Your work will retain existing supporters and help identify new prospects for gifts in Wills support, providing a personalised stewardship experience for all.

Working Relationships

Individual Giving team, Philanthropy & Partnerships team, Community Fundraising, Marketing and Digital, PR and Comms, Database and Fundraising Operations, Charity Finance, Grants, supporters and volunteers, Hospital colleagues, third party suppliers

Key Areas of Responsibility

- Developing and delivering a high-quality multi-channel gift in Wills stewardship programme to deepen engagement and build loyalty.
- Delivering personalised one-to-one and mass stewardship to supporters, to build meaningful and long-lasting relationships.
- Working in collaboration with colleagues in philanthropy to realise the opportunity for raising awareness of gifts in Wills with our major donors to secure future pledges.
- Supporting the overall business plans of the Legacy team, working with colleagues in the Legacy team on the planning, delivery and optimisation of our stewardship communications to ensure all activities are co-ordinated and supporter focused.
- Ensuring consistent pledger and legator recognition, working closely with colleagues in Philanthropy to align stewardship and recognition programmes.
- Working with the Senior Legacy Marketing Manager and Legacy Executive to deliver in-person bespoke legacy events and work with other teams across the Charity to deliver collaborative supporter events.
- Building close relationships with other fundraising teams to identify and reach new supporters, to engage and inspire with the impact of gifts in Wills, providing appropriate messaging and conversations guides.
- Building strong working relationships within the hospital to support our fundraising goals and help raise the profile of the Charity with staff, patients, friends and family.
- Maintaining accurate records on NXT, ensuring we optimise our use of the database to support our relationship building activity.

Ensuring that the Legacy team complies with relevant legislation and fundraising best practice, including data protection and the Fundraising Code.

- Monitoring and reporting on activity performance, analysing results to inform future planning and decision making.
- Monitor sector and competitor trends and activity, considering how learnings could be applied for the role and the legacy programme.

This job description is intended as an outline of the general areas of activity within the job role. It will be amended from time to time in the light of the changing needs of the organisation.

Person Specification

Candidates must be able to demonstrate	Essential (E) or Desirable (D)
Experience and knowledge	
Experience of working within a charity environment specifically within legacy fundraising or other fundraising team	E
Proven success in developing and delivering stewardship programme activity	E
Proven success in developing one to one relationships with supporters to secure future income	E
Experience of working with high value donors	D
Experience of implementing new processes to support effective fundraising	E
Experience of end-to-end project management	E
Experience of working with a fundraising database (preferably Raisers Edge)	E
Understanding of the key issues impacting the charity sector and in particular legacy fundraising	D
An interest in cancer and health issues with an understanding of NHS practices and procedures	D
Key competencies	
Excellent written and verbal communication skills, evidenced by successful relationships with supporters and colleagues	E
Excellent copy-writing and proofreading skills evidenced in compelling communications including emails, cover letters and reports to supporters	E
Excellent organisational skills and strong attention to detail	E
Highly proactive and solutions focused	E
Self-sufficient with the ability to prioritise own workload	E
Able to respond sensitively and appropriately to emotional circumstances, including bereaved donors	E
Able to travel – including to our Sutton site and to be flexible to meet the needs of the role.	E

The above criteria are necessary for this post and will be used when shortlisting applicants for interview and throughout the recruitment and selection process.

Conditions of Service

Salary	£40,000 - £43,000 per annum
Contract Type	Permanent
Hours of Work	37.5 per week
Location	Hybrid working, with a mix of office and home working, based at our Chelsea site, with occasional working from Sutton site.
Benefits	27 days annual leave allowances, contributory pension scheme, life insurance, enhanced maternity and adoption pay, employee assistance programme, subsidised canteens, flexible working and more. Refer to our summary of benefits information attached, and on our website for further details.

Diversity and inclusion

The Royal Marsden Cancer Charity believes in treating people fairly with respect and dignity, and in valuing diversity. We believe that a diverse workforce allows us to deliver on our mission to ensure our nurses, doctors, researchers and supporting staff can provide the very best care and develop life-saving treatments for cancer patients.

We believe everyone has the right to live their life without fear and prejudice and contribute to society in a way which is authentic to them.

It is this core belief that underscores our commitment to providing equal opportunities for all staff and volunteers at the Charity. Our aim is to foster a supportive culture which values the contribution of each member of the team regardless of their age, sex, gender reassignment, sexual orientation, marriage or civil partnership, pregnancy and maternity, disability, nationality, race, religion or belief.

Ultimately, our aim is to create a workforce which is representative of the people we exist to support, whilst contributing to the creation of a more equitable, diverse and inclusive charitable sector.

Summary of Benefits

Work Environment

- Bright modern office in Chelsea, a short walk from South Kensington station.
- Our Sutton office is based in the heart of the hospital, alongside staff and patients. A shuttle service to and from Sutton station is provided in the morning and at the end of the day.
- On-site subsidised canteens.

Pay and Pension

- Competitive salaries benchmarked against the market with annual increases.
- Auto- enrolment in our Aviva pension scheme from day one.
- Up to 6% employer contributions subject to matched contribution from you (increasing with length of service).

Work-Life Balance

- Enhanced occupational maternity and adoption leave and pay.
- Flexible working options to support those with caring responsibilities

Holidays and Time Off

- 27 days annual leave per annum plus UK bank holidays (pro rata for part time staff)
- Entitlement rising to 29 days (pro rata for part time staff) after five years' service.
- Opportunity to carry over 5 days (pro rata for part time staff) into following annual leave year.

Health and Wellbeing

- Self -referral to a confidential counselling service for work related or personal reasons.
- Access to an employee assistance programme designed to save you money and improve your physical, financial, and mental health and wellbeing.
- Free sight test every two years and contribution towards any glasses required for work purposes.
- Generous paid sick leave based on service.
- For members of our pension scheme, we offer life insurance of twice your annual salary subject to the rules of the scheme.

Flexible Working

- Hybrid working for most roles which allows you to work from the office 40% of your time and from home for 60% of your time each month.
- Flexible working hours for most roles which allows flexibility outside of our core hours of 10am to 4pm.
- Provision of laptop to work from home.