



BATTERSEA

HERE FOR EVERY DOG AND CAT

RECRUITMENT PACK



Legacy & In Memory Manager (BDCH6139) - Battersea London

Battersea is here for every dog and cat and has been since 1860. We are a leading animal welfare charity and over the last 160 years we've grown from one home in London to three rescuing and rehoming centres across the South East. With c600 employees and 1000 volunteers, we have cared for over three million vulnerable animals. We also campaign tirelessly to make things better for dogs and cats, sharing our expertise and educating the public and policymakers about responsible pet ownership. Join us and make a difference for every dog and cat.

Please read the information below thoroughly before starting your application.

Your Application

Your supporting statement is a very important part of your application. We cannot make any assumptions about your knowledge, skills and experience so the information that you provide in your supporting statement is vital for us to decide whether to shortlist you for an interview.

Please demonstrate how you meet the criteria and our values listed in the person specification, detailing your experience, skills, achievements and/or abilities that are relevant for the role that you are applying for. You should use specific examples. Please do not generalise e.g. "I usually...", or waste your word limit by telling us that you love dogs and cats. We are looking for evidence that you can thrive in the role advertised.

Your statement should not exceed 1,000 words. We recommend you draft and save your supporting statement outside of the application portal as your connection may time out and it is not possible to save this document online for future use.

Closing date: 18th July 2024

Interview date: 24th July 2024

If you do not hear from us within 2 weeks of the closing date, please assume you were unsuccessful on this occasion. Please note that we reserve the right to close this post early, should we receive a high volume of applications.

We are committed to providing equality of opportunity and valuing diversity for all current and prospective employees, volunteers and Trustees. We aim to ensure that this commitment, reinforced by our values, is embedded in our day-to-day working practices and our work together. We would particularly welcome applications from black and minority ethnic and disabled candidates, who are currently under-represented at Battersea.

Working at Battersea

Please note that all offers of employment require:

- References deemed satisfactory by Battersea
- Proof of eligibility to work in the UK

Data Protection

The information you provide in your application will be used by Battersea Dogs and Cats Home (Battersea) to assess your suitability for the role you have applied for. We will not use your personal data for marketing or fundraising purposes (unless you have previously supported Battersea) and will not share your data with any third parties for their marketing purposes. We will also ask you for sensitive information (such as information relating to ethnicity or sexual orientation), but only to allow Battersea to monitor and report on diversity and equality of opportunities. The provision of this information is entirely voluntary and will not be used in determining whether you are shortlisted for the role you have applied for.

Further information about how we protect and use your personal data is set out in our Job Applicant Privacy Notice or contact our Data Protection office at DataProtection@battersea.org.uk

Contact

If you have any questions, please contact us at jobs@battersea.org.uk or 0800 001 4444.

Job Description: Legacy & In Memory Manager

Dept/Team: Individual Giving	Location: Battersea London
Hours: 35 hours per week, but we're always happy to discuss flexible working, part time hours and job share arrangements	Duration: Permanent
Responsible To: Senior Individual Giving Manager	Responsible For: Senior Legacy and In Memory Direct Marketing Officer Senior Legacy and In Memory Development Officer Plus 2 Legacy and In Memory Assistants (indirectly)
Works With/Key Contacts: Individual Giving, wider Income Generation, Legacy Administration, Marketing and Communications, Data Services, Operational teams and external agencies.	Salary & Grade: £48,000 per annum

Battersea's approach to diversity

Battersea is here for every dog and cat and has been since 1860. We care for animals unconditionally, and we do not judge the owners of pets that need our help. It is this commitment which brings us together as an organisation, and we take great joy and pride in that.

We were founded by a female pioneer, Mary Tealby, who was unafraid to confront convention at a time when women leaders were rare, and animals were not universally loved. Her willingness to challenge the status quo is part of the legacy she leaves with us today, and we celebrate the impact we have made so far because of her vision.

We are ambitious to do more, including helping new populations of animals in new places beyond our centres; and we know we must adapt to the evolving world around us, harnessing the skills, experience, and creative thinking of a diverse workforce to help greater numbers of animals and deliver the impact we all aspire to. And we know that an inclusive environment, where we welcome different perspectives and where employees and volunteers are empowered to be themselves, will ensure we continue to thrive.

We strive to create lasting change for animals and the people that care for them and believe that creating a truly diverse and inclusive Battersea, which is proudly open to all, will be essential in our mission to deliver greater impact for dogs and cats everywhere.

Context and Background

We are recruiting for a new manager to lead our Legacy and In-Memory fundraising team who sit within Individual Giving, and are responsible for recruiting and stewarding legacy prospects and in memory supporters.

Legacy and In-Memory income is vital for Battersea and accounts for 40% of our total income. We've seen significant growth in this area thanks to the sector-leading work of our ambitious team and the success of our wider fundraising programme.

It's an exciting time to work at one of the country's most loved and best known animal charities and fastest growing income-generation teams. Our talented and award-winning team is vibrant, ambitious and well respected. We've just launched an ambitious five-year strategy to maximise our impact on the dogs and cats who need us.

Main Purpose of the Role

Lead the Legacy and In-Memory team and develop, grow and deliver Battersea's strategy, products and associated marketing plans to build a pipeline of legacy prospects and promote in memory giving, building lasting relationships with these audiences.

Overall Objectives

- Manage the legacy and in-memory marketing programme across a range of products and channels to maximise legacy prospects and in-memory income at Battersea.
- Sustain and develop legacy prospects and In-Memory supporters through effective and impactful stewardship (both outbound and inbound)
- Manage the Legacy and In Memory team, to ensure they are able to fulfil the requirements of their roles to a high standard.
- Develop, implement and manage accurate budgets and operational plans for the Legacy and In-Memory programme which meet the wider departmental and organisational needs in time with Battersea planning schedules.
- Continue to develop the diversity of the programme through testing scalable and sustainable recruitment channels, product offerings and retention methods.

Responsibilities

Approx % of time

<p>Develop and deliver legacy and in memory marketing strategy, budget and campaigns.</p> <ul style="list-style-type: none"> • Oversee the strategic development and planning of multi-channel Legacy and In Memory acquisition and awareness activity, ensuring these plans have clear objectives, and are delivered on time and on budget. • Monitor and evaluate campaigns against budgeted targets and KPIs, producing regular statistical and narrative reports, drawing conclusions and making recommendations to improve future activity and feed into longer term strategic plans and ensuring timely circulation to interested parties. • Collaborate with the Data team, Supporter Experience Team and colleagues across Individual Giving to improve segmentation and data analysis, ensuring the delivery of supporter-led communications. • Develop, monitor and manage the Legacy and In Memory marketing budget, reporting to the Senior IG Manager on income and expenditure and highlighting variances in a timely manner. 	30%
<p>Maintain and develop positive relationships with all those who have expressed an interest in leaving Battersea a legacy and those who give in memory.</p> <ul style="list-style-type: none"> • Overall development and implementation of Battersea's legacy and in memory stewardship programme including supporter events, tours and communications. • Working closely with the Philanthropy Team, develop and implement a strategy for stewarding and developing potential high-value Legacy prospects. • Undertake tours of Battersea as necessary to build and nurture relationships with prospects and pledgers and in memory supporters. • Support the team to ensure accurate and timely fulfilment of all campaigns, working with supporter services or external fulfilment houses as necessary. • Support the team to maintain accurate database records and ensure compliant processes are in place to capture necessary data to inform strategies. 	30%
<p>Lead the Legacy and In Memory fundraising team to ensure they are able to fulfil the requirements of their roles to a high standard.</p> <ul style="list-style-type: none"> • Direct line management of 2 team members • Recruit, line manage and provide development opportunities for staff • Develop the team, and individual team members, using a range of coaching and training methods • Promote legacy and direct marketing best practice 	20%

<ul style="list-style-type: none"> • Keep up to date with sector trends and best practice. • Develop and maintain connections with other sector leaders in legacy giving. • Undertake all activities in line with best practice standards and processes as set out by the Institute of Fundraising, Fundraising Regulator and any other bodies as prompted by the Senior Individual Giving Manager. 	
<p>Develop a legacy promotion culture internally.</p> <ul style="list-style-type: none"> • Establish and maintain a close working relationship with the Head of Legacy Administration to jointly further Battersea's Legacy objectives. • Proactively identify opportunities to integrate legacy or in memory messages into existing communications, both in Fundraising and across Battersea. • Work alongside the brand team to align objectives and maximise the value of brand / legacy marketing to those objectives. • Develop and document plans around internal legacy and in memory promotion. Identify opportunities to share and celebrate Legacy and In Memory messages with staff and volunteers. • Give presentations and inductions to a variety of audiences including prospects, volunteers and staff on the importance of Legacy giving. • Develop and deliver training for staff and volunteers to understand and promote the importance of legacy giving and to feel confident when promoting legacies. 	20%

The above job description is intended to be an outline of the duties and responsibilities for this role. This is not an exhaustive list, and it is likely to change over time. You may be expected to undertake other duties that are commensurate with this role and grade.

Person Specification

Essential

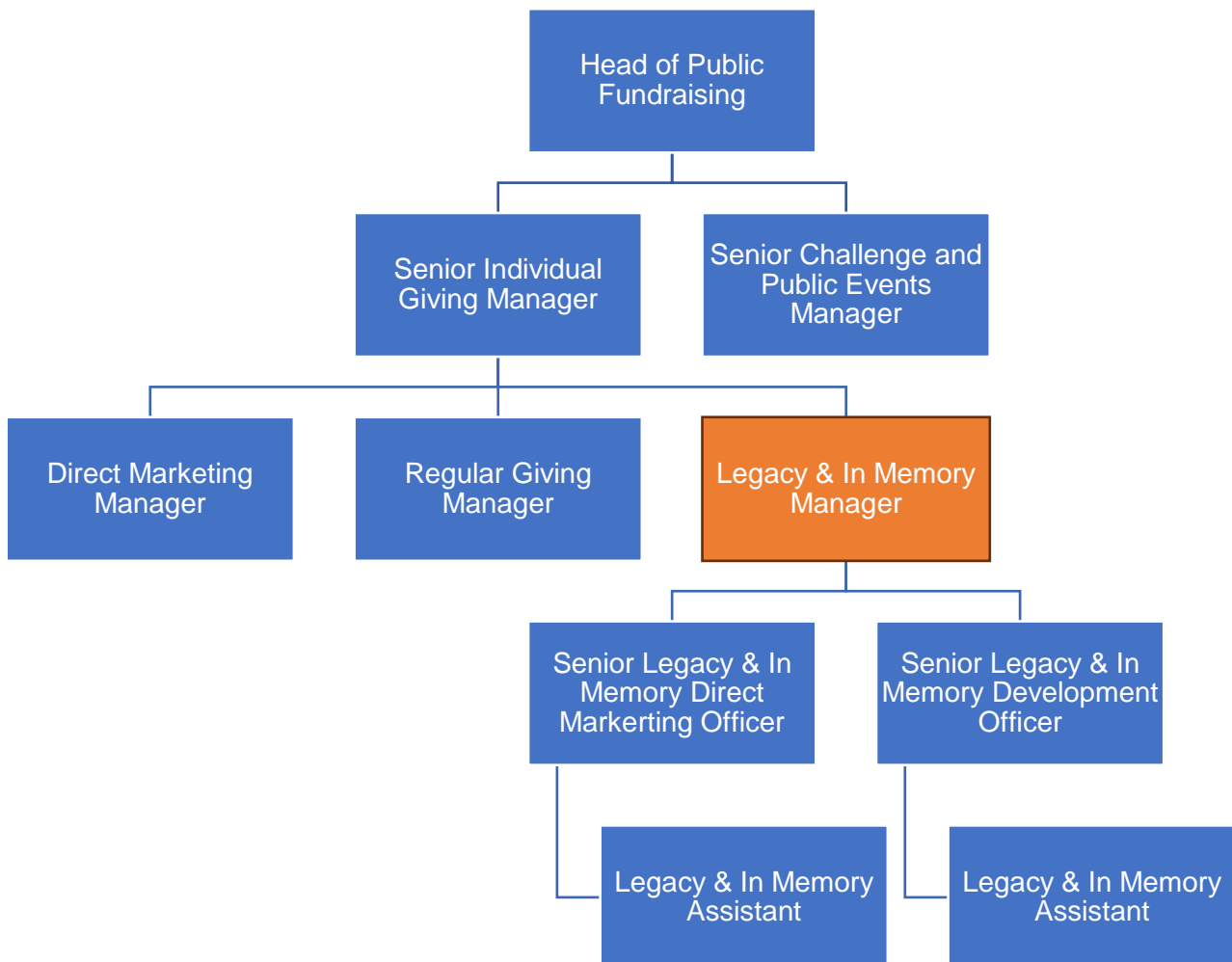
Job Specific	Substantial understanding of principles and practices of Legacy and In Memory marketing and fundraising and applied knowledge of direct marketing.
	A track record of successfully motivating, leading and developing high performance teams, including setting clearly defined objectives and managing performance.
	Demonstrable experience of budgeting and forecasting income and expenditure budgets.
	Proven experience of planning, implementing and evaluating successful acquisition and retention programmes across a range of media channels with demonstrable understanding of the key performance indicators affecting outcomes.
	Excellent relationship-building skills with the ability to build rapport, show empathy, tact and diplomacy to develop positive relationships.
	Proven problem solving and decision making skills with a track record of taking responsibility for the decisions you have made.
	Ability to manage and prioritise a high workload and multiple complex issues and tasks in a changing environment with tight deadlines.
	Experience of keeping up to date with and applying good practice in your role – particularly the standards and processes set out by the Institute of Fundraising, Fundraising Standards Board, Public Fundraising Regulatory Association and any other bodies.
	Excellent standard of computer literacy, with particular reference to MS Office, especially Excel, Word and Outlook.
	Commitment to and understanding of the vision and mission of Battersea.

Values	CARE - Delivers high quality work to the best of their ability and achieves high standards even while under pressure.
	EXPERTISE – Achieves results through continuous learning and applying good practice.
	DETERMINATION – Pro-active in suggesting new ways of working and embraces change.
	RESPECT – Works constructively and collaboratively with colleagues from different teams.
	INCLUSION – Champions diversity in all its forms, so that everyone can be themselves and feel valued and included.
	COLLABORATION – Works as a team, recognising, trusting, and valuing everyone’s role and contribution in delivering our aims.

Desirable

- Knowledge or experience of Raisers Edge database.
- Experience of writing fundraising copy.
- Experience of positively embracing and adapting to change by identifying, leading & managing change in line with organisational objectives.

Position in the team



Employee Benefits

We offer our employees a wide range of benefits to reward them for the value that they bring to Battersea, to support them in their work, to help improve their health and wellbeing, and maintain a healthy work-life balance.

We intend to offer these benefits on an ongoing basis but may amend or withdraw them at any time.

Battersea has been verified as a truly flexible workplace by Flexa for 2024-2025. You can find out more about our flexible working benefits via our [Flexa Page](#).

Pension Scheme

Our group personal pension scheme is available to all employees. New employees will be auto enrolled into our pension scheme in their second month of employment, if they meet the eligibility criteria, at our standard rate of 2.67% employee contribution, 5.33% employer contribution. The following month, new starters can choose to increase their contribution rates and so benefit from a higher employer contribution of up to 10%. Because the GPP pension scheme is a salary sacrifice scheme, Battersea will also invest approximately 50% of the savings it makes on Employer National Insurance Contributions into your pension plan.

The contribution levels are as follows:

Employee contribution	Battersea contribution
2.67%	5.33%
3%	6.2%
5%	10.3%

Example of monthly pension contributions for salary of £20,000:

Employee contribution	Battersea contribution	pension
2.67% = £44.50	5.33% = £88.83	
3% = £50.00	6.2% = 103.33	
5% = £83.33	10.3% = £171.66	

Annual Leave

Employees are entitled to 28 days annual leave (pro-rata for part time employees and in the first year of employment), rising to 29 days after 5 years and 30 days after 10 years employment. This is in addition to eight days paid public holidays every year.

Health Cash Plan

Battersea offers a healthcare cash plan free of charge to all employees, using a provider called Simply Health. This cash plan enables employees to claim 100% of the costs of everyday healthcare, such as dental treatment, eye tests, glasses, contact lenses, physiotherapy, chiropody, osteopath, chiropractor, health screening and much more, up to annual limits.

Gym Membership

Employees who choose to join the Cash Health Plan can get discounts of up to 20% off a range of independent and chain gyms, including Fitness First, LA Fitness, Virgin Active and David Lloyd.

Season Ticket Loan

Interest free season ticket loans are available to all employees after two months of employment with Battersea.

Cycle to Work Scheme

We offer a Cycle to Work Scheme to encourage health and fitness. This enables you to save up to 40% of the cost of the purchase of a bike and safety equipment, up to a maximum value of £2,500 including VAT, by

having this cost recovered from salary over a 12-month period and so saving tax and National Insurance on this cost.

Paid Maternity Leave

All pregnant employees are entitled to up to 52 weeks' maternity leave regardless of length of service. Employees who have worked with Battersea for more than 12 months by the time their baby is born receive enhanced maternity pay of 12 weeks full pay, with the remainder of their maternity leave being paid under Statutory Maternity Pay arrangements.

Paid Paternity Leave

Fathers to be or employees who will share the responsibility with a partner for bringing up a child, may have the right to Statutory Paternity Leave and Pay.

Employees who have worked for Battersea for more than 12 months by the time their baby is born receive enhanced paternity pay of two weeks full pay.

Employee Assistance Programme

We offer an Employee Assistance Programme to all employees free of charge. It offers completely confidential and impartial support, information, and counselling service to employees on legal, financial, debt management and emotional issues.

Life Insurance

All employees are covered by our life insurance scheme, which provides a nominated beneficiary/ies with a lump sum equivalent to four times the employee's salary in cases of death whilst in employment at Battersea.

Uniforms for all Operational Employees

Free uniform is provided for all operational and clinic employees.

Veterinary Treatment of Employees' Ex-Battersea Animals

We provide cost price veterinary treatment for employees with ex-Battersea dogs and cats.

Discounted Pet Insurance

We offer employees a 20% discount off the cost of Petplan insurance.

Discounts in our Shops

We offer our employees a 25% discount in our shops.

Professional Membership Fees

After two months service, employees in roles where ongoing membership of a recognised professional body, (where this membership is gained through a qualification), is an essential requirement in the person specification for their job can claim the cost of one membership fee per year up to a maximum of £400.

Sabbatical Leave

Employees who have worked with us for five years or more can request six months unpaid sabbatical leave for personal or professional development, such as learning new skills or travel.



Battersea Dogs & Cats Home is a charity registered in England and Wales (206394)
Registered Office: Battersea Dogs & Cats Home, 4 Battersea Park Road, London, SW8 4AA.