

**Legacy & In
Memory Officer**
December 2023



Thank you for your interest in working with us here at Crohn's & Colitis UK.

We're the UK's leading charity for Crohn's and Colitis. Right now, an estimated 500,000 people in the UK are living with a lifelong disease that can profoundly affect their quality of life. And, because of the stigma surrounding these conditions, thousands of people are suffering in silence. But we are here to support and champion their cause.

And that's where you come in. We need skilled, motivated, and brilliant people to join us on our vision of improved lives for people with Crohn's and Colitis today and, in the long term, a world free from Crohn's and Colitis altogether.

We need to get these debilitating conditions the recognition and resources they deserve. And I'm so lucky to work alongside people every day who share my passion and commitment to improving lives.

Our community look to the charity to help them navigate their way through complex health issues and support their needs, wherever they live, whatever their background, and whoever they are. It's our job to do that - whether it's lobbying health leaders, providing vital information, or reducing stigma around the conditions, we're here for them.

As we look forward, the charity is in great shape to do even more for our community. We are growing our amazing team to deliver new and ambitious plans over the next three years. You couldn't be joining us at a more exciting time, a time when you will be able to make a personal difference!

Our promises to the Crohn's and Colitis community are outlined on the next page and you'll find more about our values, commitments, and what we're looking for further in this job pack.

If you like the sound of us, good luck with your application and we look forward to hearing from you soon.

Sarah Sleet

Chief Executive
Crohn's & Colitis UK



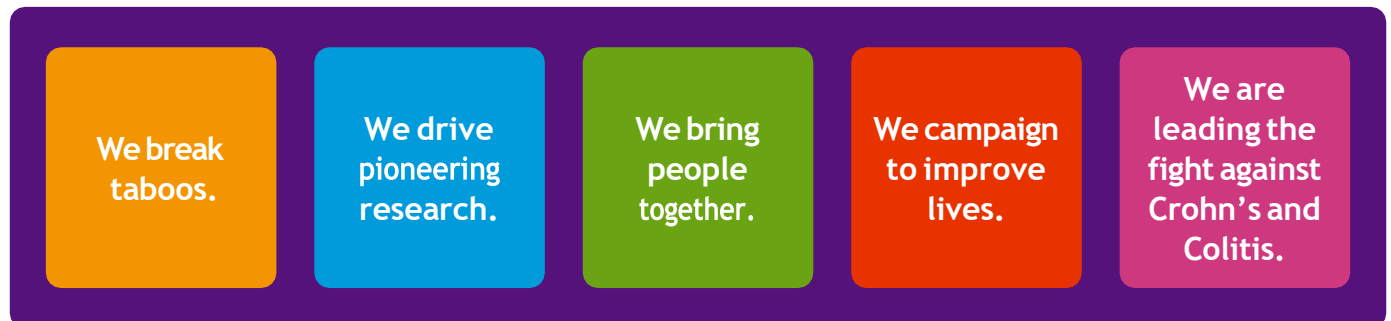
Since I joined as CEO in 2019, I've been blown away by how much the charity delivers for the people it cares for.”

Sarah Sleet

Our Vision

Our vision is improved lives today, and a world free from Crohn's and Colitis tomorrow.

Our mission



Founded in 1979 as a patient organisation, we've been there for people affected by Crohn's and Colitis when it matters, playing an instrumental part in providing support, increasing public awareness, and campaigning. But we're not finished yet. Here's a snapshot of our work:



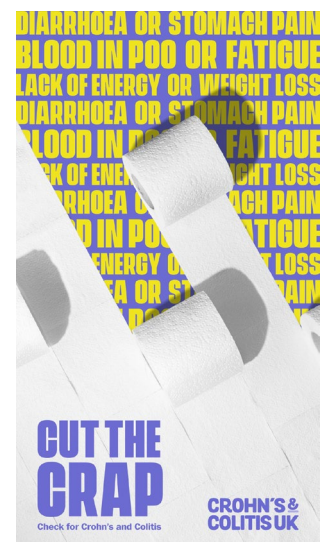
Campaigning

Our Cut the Crap campaign, launched in November 2022 across the UK. Every year, 25,000 people are diagnosed with Crohn's or Colitis. But we know that more than a quarter wait for over a year for a diagnosis with nearly half ending up in A&E while waiting.

Delays in diagnosis affect people's ability to continue education and work, limits their treatment options and increases their risk of being hospitalised or needing emergency surgery. Despite clear patient need, increased clinical risk and rising costs to the NHS, improving the diagnosis of Crohn's and Colitis remains at the bottom of the health agenda.

Through our Cut the Crap Campaign, we're working with politicians and policymakers, healthcare professionals and health leaders to make early diagnosis a reality so people can quickly receive the best possible treatment.

The launch of our new 30 second online symptom checker will hopefully help people take control of their health.



Advocacy

We campaign for a better quality of life for people with Crohn's and Colitis. And we speak up on issues from employment to health policy, and from transport to toilets. We work with the NHS to benchmark and improve standards of care, using the findings as a launchpad for our discussions with health leaders and governments to change things for the better.

Services

People across the UK rely on our up-to-date information and helpline services to provide the reassurance and guidance they need to live well with Crohn's or Colitis. Our 58 publications and information pages cover many areas of life with the conditions, from medication to surgery, from school to employment and from relationships to mental health. All our information is peer reviewed, medically accurate and based on the latest research available.

Each year, our professional helpline team respond to over 15,000 queries via email, phone, social media, and live chat. They provide clear, accurate, and balanced information to those who need it, as well as signposting to a range of reliable services.

“

At a time when the public services are stretched and not always able to offer the support needed, this free helpline is providing a great service.”

“

On all occasions I've contacted them, they've helped me understand my disability better, thank you.”

Our commitments

We're dedicated to our mission. We innovate and adapt to ensure we are finding new and improved ways to make a real difference to the lives of people with Crohn's and Colitis. For over forty years, we've supported the community and shaped the conversation about Crohn's and Colitis. We continue to be here to give people affected by Crohn's and Colitis hope, comfort, and confidence. We make their voices heard and help them live freer, fuller lives.

As we grow our ambitious plans, we are making strides to become fully inclusive in our approach and have commenced an anti-racism programme alongside our recently reviewed EDI policy. You can take a look at this, along with our public statement www.crohnsandcolitis.org.uk/edi.

“

It's a pleasure to be a member of the EDI working group. Involving a diverse range of people in all areas of our work is vital. It helps ensure the research and services we fund helps all sections of our community. The focus being placed on diversity and inclusion by Crohn's & Colitis UK is both timely and important.

”

Nikul

The future

In our new strategy (2022-2024), we make the following promises to everyone affected by Crohn's and Colitis, and our staff are united in their commitment to see them through for the benefit of our community.

- We will advocate for the changes in everyday life that our community tell us they need and we will gather the evidence to back those changes.
- We will make our information and support more accessible than ever.
- We will drive vital research to deliver long-term solutions for long-term relief.
- We will ensure that everyone affected by Crohn's or Colitis can see themselves in our work and feel supported in a positive and professional way.

These goals give us the direction and drive for the charity's future, and we hope they'll inspire you to join us at the start of this exciting next chapter.

So, what can you expect as we embark on this journey?

Despite our long history, this is a period of exciting change for Crohn's & Colitis UK. We need a strong, adaptable, and resilient team of individuals to help drive our work forward and create a step change for people with Crohn's and Colitis.

It's a bright, ambitious future and you could be part of it.



How we work

Our values are fundamental to how we treat our staff and supporters, shaping everything we do and underpinning our decision-making. This is how we make sure we're there for people who need us.

If you're ambitious, compassionate, and believe in the power of uniting to be stronger together, we might just be the place for you.



WE ARE
AMBITIOUS

Every day we strive to make the greatest impact possible on the lives of people with Crohn's and Colitis. We are experts in our field and work hard to make a difference - we are relentless in striving for improvement.



WE ARE
COMPASSIONATE

We are rooted in empathy and kindness. We're there for everyone living with Crohn's or Colitis, and when people turn to us for information and support, we listen.



WE ARE
STRONGER
TOGETHER

We're a community, and we work together with the aim to help people support themselves. We learn from everyone we work with, and we are always looking for new ways to collaborate and develop together.

With our values in mind, we are naturally committed to equality, diversity, and inclusion (EDI). We're working hard to reduce and remove barriers to working here, guided by industry best practice and our recently reviewed EDI Policy.

We value equality and want to make sure we get the best person for the job every time so want to hear from people of all backgrounds and with a range of experiences.

Are You IN?

We lead by example in our approach, committing to support people with invisible disabilities and conditions like Crohn's and Colitis.

One of the ways we do this is through our Are you IN? programme, committing to:

- educate all employees on invisible conditions, specifically, Crohn's and Colitis.
- empower managers, HR, and people living with invisible conditions and disabilities to talk with confidence.
- Enable access and install Not Every Disability is Visible accessible toilet signs in our company accessible toilets



Looking after our staff

Pay and progression

We review all salaries annually, based on lots of factors. We look at an individual's contribution, development against our competency framework, cost of living, and market benchmarking.

We're committed to the training and development of our employees. We have a performance review and development scheme designed to help all staff develop in their roles and budget is available for training related to each role or progression. Financial support and/or study leave may also be offered to individuals where appropriate.

Giving you options

We are based in Hatfield, Hertfordshire, which is easily accessible by road and rail. Our informal, open plan office space is available for all staff to use during office hours. However, we've learned from the pandemic that we can work very effectively from home as well.

In this role, there will be times when you'll need to be at face-to-face meetings, but there is plenty of scope for a hybrid approach and working from home. If you want to be considered for the role but are worried about location, talk to us!

For staff who work out of the Hatfield office regularly, we know that routine travel to and from work can be expensive and you may want to buy annual tickets to reduce this cost. We offer an interest free loan for season tickets, repaid directly from your salary each month and our cycle to work scheme lets staff buy a bike in installments so you can travel in the way that best suits you. Our office provides free parking and secure bike locks.

Your wellbeing as a priority

All staff have access to our Employee Assistance Programme which provides training, information, and counselling sessions for a range of issues both inside and outside of work. This free, confidential service is available by phone and online 24 hours a day, 7 days a week, 365 days a year.

Our wellbeing programme consists of events for all staff, exploring mental health and wellbeing-boosting activities in a safe, supportive environment.

These activities are supported by our Wellbeing Policy which outlines best practice and prioritises the mental health and wellbeing of our staff.



The role

Job Level: Implement

Reports to: Legacy & In Memory Manager

Hours & Location: 21 hours per week. Hybrid, with the condition to attend our offices in Hatfield for team or company meetings as required.

Overall Purpose

As Legacy & In Memory Officer in this newly created role, you will work as part of the multi-functional Public Fundraising Team and will be responsible for the implementation of a multi-year Legacy and In Memory strategy aimed at growing Crohn's & Colitis UK's income, which is currently valued at £1.6m.

Job Responsibilities

1. Strategy

- To support the Legacy & In Memory Manager on the development and implementation of the legacies and in-memory strategy and operational plan.
- To effectively deliver the legacy marketing and in memory activity plan, working across teams as necessary.
- Work with the Legacy & In Memory Manager to review our legacy marketing and in memory programme and provide recommendations and support on developing future legacy marketing and in memory strategy and activity plans.

2. Legacy Marketing & In Memory Giving

- Support the Legacy & In Memory Manager on the development of legacy marketing and in memory fundraising activity which aims to help grow and retain our pipeline of legacy and in memory supporters and prospects.
- Project manage the day-to-day planning and delivery of activities central to the Legacy Marketing and In Memory programmes, including: direct mail, email marketing, digital, social media, events, and the promotion of tribute funds and free will services.
- Prepare and agree all briefs and supporting documentation required for specified campaigns, taking responsibility for liaising with all internal and external stakeholders to support this and ensuring these stakeholders are provided with all required information for the successful delivery and fulfilment of the campaign.
- Work closely with the Legacy & In Memory Manager and an external agency to develop a compelling legacy proposition and produce a suite of legacy and in memory marketing materials that can be used to engage and inspire supporters to take the next step in their legacy giving.
- Develop content and assets for the website to support our legacy and in memory promotion including sharing inspiring case studies and pledger/legator stories.
- Source compelling case studies to support legacy marketing and in memory activity, including gathering stories from legacy and in memory supporters.

3. Cross-Team Working

- Act as an advocate for legacy and in memory giving by working across the organisation to ensure that the legacy and in memory messages are communicated effectively, including supporting the Legacy & In Memory Manager on internal legacy training for staff.
- Work across income generation and with other departments to identify and target legacy prospects within the existing supporter base and other potential legacy audiences across all of Crohn's & Colitis UK's networks.
- Identify opportunities to cross promote legacy and in memory giving to supporters as well as any activity from across the charity that could provide appropriate cultivation and stewardship opportunities for existing and prospective Legacy and In Memory supporters.

- Provide teams with relevant, engaging and impactful content, messaging or resources for inclusion in cross-team supporter communications.
- Be a key point of contact for all legacy and in memory donation related matters from across the organization; liaising with the Supporter Engagement Team where needed to provide an informed response.

4. Relationship Management

- With support from the Supporter Engagement Officer, develop appropriate, personalised supporter journeys for in memory givers, legacy prospects and pledgers, ensuring the delivery of an outstanding supporter experience.
- Provide outstanding supporter care for individual legacy and in memory supporters.
- Build excellent working relationships with key suppliers, ensuring we have appropriate contracts in place. Proactively and regularly assess the efficiency and value of suppliers to ensure we are always securing the best deal.

5. Insight & Analysis

- Work with the Legacy & In Memory Manager and Database team to ensure that the database is accurate at all times.
- Work with the Database team to generate data selections for supporter mailings.
- Work closely with the Legacy & In Memory Manager to set up campaigns correctly, with specific regard to recording legacy status and fulfilment so that results reporting can be conducted effectively and accurately.
- Regularly monitor, evaluate and analyse campaigns, providing regular results and recommendations for strategy development based on data-driven insight. Ensure results are shared across teams.
- Work with the Supporter Engagement team, to ensure collection, storage & usage of supporter data is GDPR compliant.
- Implement reporting protocols to provide insight on legacy and in mem audiences, as well as legacy pipeline growth and conversion, and legacy and in mem income.
- Working with the Legacy & In Memory Manager, use analysis of results and audience insight to inform future activity.
- With the support of the Legacy & In Memory Manager ensure that we deliver our duties included in our Articles of Association and members' Terms and Conditions.

6. Diversity & Inclusion

- Ensure equality, diversity and inclusion and the voices of those with Crohn's and Colitis are considered in all aspects of supporting the charity's operations.

7. Charity responsibilities

- Represent Crohn's and Colitis UK at events as required.
- Working in line with the charity values and maintaining the reputation and standing of the charity.
- Ensure compliance with charity policies and all relevant legislation.
- Stay informed on fundraising industry and regulatory developments to ensure that Crohn's and Colitis UK is at the forefront of new legacy marketing and in memory giving activity and always complies with regulation and best practice.

The purpose of this job description is to focus attention on the most important aspects of the jobholder's role. It is not intended to be a complete list of the duties; therefore, it is to be expected that the day-to-day performance of the job will include tasks not listed above. The list of duties for which the jobholder is responsible may reasonably be varied or added to at the discretion of the charity.

What you'll bring

Knowledge, skills & attitudes

Essential:

- Relevant experience of legacy marketing
- An awareness and understanding of the principles of legacy marketing and of the platforms, channels and products used to deliver successful legacy marketing campaigns.
- Delivery of a range of legacy marketing activities, for example direct mail, email or telemarketing.
- Working with external agencies and internal stakeholders to deliver successful campaigns which deliver against KPIs and budgets.
- Monitoring and reporting of results and evaluating the success of legacy activity and campaigns.
- Working with data for fundraising purposes, either in using a database to select and segment data or of producing briefs to do so
- Experience in delivering high quality supporter communications and supporter care.
- Strong verbal and written communication skills and the ability to tailor communications for different audiences.
- Excellent attention to detail and methodical approach to tasks.
- Ability to work cross-functionally and to build good working relationships with colleagues in other departments.
- Working to a busy schedule, managing a number of campaigns simultaneously
- Ability to work independently and as part of a team, to manage own workload and prioritize tasks.
- Proficiency in MS Office applications particularly the use of Excel to manipulate data outside of the CRM environment.
- Working knowledge of fundraising compliance and data protection regulations

Desirable:

- In Memory fundraising experience as well as legacy marketing experience.
- Copywriting experience.
- Knowledge of email marketing and Content Management Systems
- Experience using Dynamics 365 Database
- An understanding of the Legacy Administration process.

Attitudes:

- Enthusiasm and drive to interact with our supporters.
- Commitment to the values and strategic aims of Crohn's and Colitis UK.
- Commitment to equality, diversity and inclusion.



What we offer

Salary

The salary for this position will be £32,000 - £34,000 (FTE) per annum, depending on experience.

Annual leave

All staff receive a full time annual entitlement of 25 days. This increases by one day for each year worked, up to a maximum of 30 days. This is in addition to bank holiday days.

Flexible pension contributions

Staff are automatically enrolled into our Group Personal Pension Plan after 3 months, which is offered with two levels of contribution, as outlined below.

Employer contribution % of basic annual salary	Length of pension membership	Employee contribution % of basic annual salary
5%	On joining the scheme	3%
8%	After 6 months the member can choose to move up to this band or stay on the initial rates	5%

Hours

Our standard working hours are 35 per week and core hours are 9am to 5pm. However, this is a part time role of 21 hours per week and there may be flexibility around these hours with manager agreement. Several roles are undertaken on a part-time basis, and we are open to discussing working arrangements that suit the role, business need and the person in post.

Additional benefits

We also have a range of flexible, family-friendly policies including enhanced maternity, adoption and paternity pay.

What's next

We hope this pack has inspired you to join us and given you all the information you need to take the next step. However, if you have any questions about what we do here, the role or need more practical information, don't hesitate to get in touch with Katrina Emerson by calling 01727 617456 or

Katrina.Emerson@crohnsandcolitis.org.uk

If you've got everything you need and you're ready to apply, please send your CV and supporting statement to

jobs@crohnsandcolitis.org.uk.

Your statement should give examples of how you meet the criteria of the person specification, and what you feel you would bring to this role.

We'd also like you to complete our online

We use this information to compile anonymised data for comparison with our staff and appointed applicants. This helps us identify best practice, optimise success, and measure the impact of our ongoing work to increase diversity and inclusion.

You can also post your application to:

Human Resources
Crohn's & Colitis
UK Helios Court
1 Bishops Square
Hatfield
Herts
AL10 9NE



Final closing date: 19th January 2024 at 9am

Please note, applications will be assessed as and when they are received, and interviews arranged, so we may close the position before the closing date if a suitable candidate is found.



Thank you for
your interest

You can follow us on social media

 /crohnsandcolitisuk  @CrohnsColitisUK  @crohnsandcolitisuk

 www.crohnsandcolitis.org.uk

Registered charity in England and Wales Number 1117148, Scotland Number SC038632.

**CROHN'S &
COLITISUK**