



Job Description

Job title: Senior Legacy Manager

Directorate:	Income and Engagement	Team / Function:	Mass Fundraising – Legacies
People Manager?:	Yes	Direct Reports:	1
Size of team:	Mgt team: 3 Overall team: 4	Grade:	F

About the Job:

Job Summary

Our Senior Legacy Manager role sits within our Mass Fundraising team, made up of Legacies, Individual Giving, Community Fundraising and Events. The team is working towards an ambitious target to double our income within the next five years, and this role is integral to that aim.

You will be responsible for leading the strategic development and management of Pancreatic Cancer UK's Legacy team. You will report into the Individual Giving & Legacy Lead and will line manage a Legacy Manager who oversees all aspects of legacy giving.

You will lead our team to acquire, engage, and move supporters through the legacy journey which will lead to transformational income growth in the future; this also includes meeting ambitious targets; setting, monitoring and reporting on team budgets.

Main responsibilities

<ul style="list-style-type: none"> Responsible for setting the strategic direction of the Legacy team and programme in line with the wider organisational strategy to deliver annual income targets.
<ul style="list-style-type: none"> Responsible for the Legacy budget, preparing annual budgets with key activity mapped out, quarterly reforecasting, and monthly reporting of income and expenditure.
<ul style="list-style-type: none"> Analyse the Legacy market, looking at trialling new ways of stewarding enquirers and pledgers, analysing our own work and making recommendations of where to invest time and resource so that ROI is maximised.

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<ul style="list-style-type: none"> • Lead on the development and implementation of plans, marketing materials, multi-channel campaigns and supporter journeys that deliver against agreed income, supporter experience and development objectives.
<ul style="list-style-type: none"> • Manage and inspire the Legacy Manager and wider team to ensure they meet KPIs, hit targets, and give an excellent experience to all Legacy supporters
<ul style="list-style-type: none"> • Develop strong relationships with colleagues in the Fundraising, Marketing & Communications departments, Data and Supporter Care teams to deliver on shared goals.
<ul style="list-style-type: none"> • Work collaboratively with senior leadership (incl. the Head of Public Fundraising, Director of Income and Engagement and the Wider Leadership Team (WLT)) to maximise Legacy giving and further a culture of Legacy giving within the organisation
<ul style="list-style-type: none"> • Confidently work with external agencies, consultants and suppliers to get the best results.
<ul style="list-style-type: none"> • To manage and ensure that your team's welfare, wellbeing, development and performance are being managed well. To deal with employee related issues as and when they occur in the team. To ensure that 1-2-1s are carried out, that feedback which either recognises good performance or addresses poor performance is given and that you cultivate a positive and productive environment of inclusion, safety, collaboration and harmony.
<ul style="list-style-type: none"> • Please note that job descriptions cannot be exhaustive, and all employees may be required to undertake other duties, which are broadly in line with the above key responsibilities

Other things to note about this role are:

<ul style="list-style-type: none"> • May need to work the occasional late night or weekend (which may include overnight stays) and time off in lieu is available. • Ensure your work is carried out in accordance with the Fundraising Regulator code of practice and ICO guidelines.

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Person Specification

About you:

To be successful in this role you will need the following:

Qualifications & Experience		D	E
1.	Line management experience		X
2.	Previous experience of leading a high-performing Legacy team		X
3.	Experience in influencing senior stakeholders to embed a culture of legacy giving across an organisation		X
4.	Experience of implementing cross organisational legacy KPIs	X	
5.	Experience of legacy administration	X	
Skills & Abilities		D	E
1.	Proven ability of developing and leading a strategic Legacy programme.		X
2.	Proven ability of creating annual budgets and regular reporting of income and expenditure.		X
3.	Proven ability in developing over-arching plans for multi-channel (especially digital) Legacy marketing campaigns and supporter journeys		X
4.	Ability to be analytical and utilise internal and external insights to recommend changes or implement improvements to strategy and processes		X
5.	Ability to interpret and explain legacy data and successfully collaborate with data teams		X
6.	Knowledge of the Legacy sector and its wider trends		X
7.	Competent user of a CRM	X	
Personal Qualities & Attributes		D	E
1.	A confident communicator		X
2.	Enjoy working in a fast-paced environment with a test and learn attitude		X
3.	Proactive and able to prioritise and manage team's workload		X

D = Desirable / E = Essential

All Employees are expected to:

- Show commitment to our vision, mission and values: Courage, Community and Compassion and demonstrate this through their work and interactions internally and externally, and on our behalf.

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- Be committed to furthering the aims of the organisation and to learning and developing their own skills to grow both themselves and the organisations capabilities.
- Respect our obligations and approaches to health and safety, data protection, equality and diversity and safeguarding compliance and best practice.
- To be responsible for looking after themselves and their health and to let us know if we are doing anything to affect or impact on this.
- Understanding and accept Pancreatic Cancer UK's policy on the use of animals in research which is in accordance with the AMRC.
- To promote and safeguard the good reputation of the organisation and act in a way which is ethical and moral, and to not undertake any activities that will bring the organisation into disrepute.

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