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**Legacy and In Memory Fundraising Lead**

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| Job Title: | Legacy and In Memory Fundraising Lead |
| Department: | Fundraising |
| Location: | St Catherine’s Hospice |
| Salary: | £29,771 pro rata (pay award pending) |

**JOB DESCRIPTION**

| Job Summary |
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Gifts in Wills and in memory giving are key income streams for St Catherine’s Hospice, raising thousands of pounds every year. By increasing awareness of our Wills service with existing and new supporters, the postholder will maximise the chances of them choosing to leave a donation or legacy gift we can use to provide outstanding care and expand our reach. By offering exceptional stewardship to those fundraising in memory, you will enhance the supporters experience, leading to an increased likelihood that they will continue supporting the hospice in the future.

With great communication skills and a creative mind-set, you will be able to develop strong working relationships with key internal and external contacts. You will ensure successful supporter stewardship journeys, with clear objectives to increase conversion, income, gift values and retention rates.

Working closely with members of the Fundraising team and across other fundraising income streams, you will be at the heart of our fundraising success, helping to ensure vital income streams are safeguarded and increased. Your work will enable the hospice to make a meaningful difference to the lives of those in our community, from all backgrounds, who are affected by life-shortening conditions.

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| Main Duties and Responsbilities |
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| **Gifts in Wills**   * Manage the caseload of gifts in wills bequeathed to St Catherine’s Hospice each year * Maintain accurate and up to date records to ensure compliance with the finance team and Auditors * Provide excellent stewardship for legacy pledgers and legal partners. * Develop and implement the Gifts in Wills strategy * Proactively seek out opportunities to increase activity promoting gifts in Wills and in memory giving, monitoring the market and sector trends, and making recommendations to the Head of Fundraising and Director of Marketing and Engagement * Coordinate and plan the annual ‘Wills Week’ and rolling ‘Wills service’ with local solicitors in order to raise income and awareness of St Catherine’s   **In Memory**   * Coordinate and plan the annual Light up a Life and other in memory events held at the hospice * Create a strategy for St Catherine’s Tributes sites and in memory donations, including development of the stewardship processes * Manage and maintain all communication with supporters who set up tribute pages via online platforms * Support the implementation and development of supporter journeys across clinical and non – clinical teams   **Other duties and responsibilities**   * To be accountable for achieving financial targets including gifts in wills and in memory fundraising * To support the Head of Fundraising with planning, budget setting and forecasting * Take responsibility for managing own administration – database management and financial planning * Be an active member of the Fundraising team and support events when needed * Keep up to date with best practice in fundraising and ensure compliance with latest legislation and guidelines. |

# VOLUNTEERS

# The Hospice has the advantage of being supported by a number *of* volunteers. If a volunteer is assigned to assist you at any time, you will still retain responsibility for the requirements of this job in terms of accuracy, efficiency and standards of completion. You will also ensure good communication and be mindful of your responsibility towards that volunteer in terms of Health and Safety.

# CONFIDENTIALITY

You should be aware of the confidential nature of the Hospice environment and/or your role. Any matters of a confidential nature, relating to patients, carers, relatives, staff or volunteers must not be divulged to any unauthorised person.

# DATA PROTECTION

You should make yourself aware of the requirements of the Data Protection Act and follow local codes of practice to ensure appropriate action is taken to safeguard confidential information.

**PERSON SPECIFICATION**

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| ESSENTIAL | DESIRABLE |

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| Qualifications | |
| * Educated to A level or recognised equivalent qualification/level or relevant experience | * Relevant fundraising/legacy qualification |
| Relevant Experience | |
| * Demonstrable experience of meeting targets and KPIs in a fundraising environment * Experience of developing professional relationships and using a relationship database to support, inform and report. * Experience of using digital channels for marketing and stewardship activity * Experience of strategic planning for campaigns and events | * Experience of collating and analysing financial and non-financial KPIs, using results to inform future activity. * Experience of work in the voluntary sector * Relevant experience in legacies and in memory giving * A familiarity with Donorflex or similar CRM * Experience of providing timely, sensitive and inspiring supporter stewardship communications |
| Key Skills & Abilities | |
| * Excellent and adaptable communication skills and advanced interpersonal skills * Excellent time management skills * Proactive team player with the ability to persuade, negotiate, influence and motivate others * Ability to present to a variety of audiences * Proficient IT skills in Word, Excel, PowerPoint, the internet, databases and social media * Self-motivated and committed to achieving targets * Ability to listen and act on feedback * Ability to produce reports, spreadsheets and briefings * Attention to detail/accuracy * Ability to work independently with limited supervision and prioritise effectively. |  |
| Other | |
| * Commitment to personal and professional development * An understanding of and demonstrable commitment to the hospice’s values of caring, compassionate and committed, as a framework for decisions, actions and behaviours. * Understanding and commitment to the aims of Equality, Diversity and Inclusion * Appreciation of confidentiality * Full valid driving licence/use of own vehicle and able to travel across Central Lancashire, as required * Able to work flexibly outside normal working hours if needed (toil policy allies) on a regular basis | |