

1. Job details	
Job title	Legacy Marketing Manager
Salary band	Band 3
Accountable to	Head of Individual Giving

2. Job summary
<p>Responsible for developing and executing the legacy marketing strategy and programme amongst the general public, to the existing donor base and internal audiences of St John Ambulance, helping to ensure this income stream is safeguarded and increased year on year. This will be delivered using a range of techniques and media channels, working with a range of internal stakeholders to support the overarching fundraising strategy.</p>

3. Main duties and Responsibilities	
1	Develop an annual legacy marketing programme consisting of a range of campaigns including direct mail, telemarketing, online and events within an agreed budget.
2	Operationally manage all campaigns and appeals by setting out processes and ways of working to ensure that they are delivered throughout the year and managed effectively within the team to meet set targets and KPI's
3	Working with a range of internal stakeholders and the communications team, develop and deliver an internal legacy marketing strategy and key messaging to drive the awareness of legacies across St John Ambulance
4	Perform sector research into new and innovative areas of future development for Legacy marketing and fundraising, providing recommendations and insight to support the ongoing Legacy strategy.
5	Develop appropriate systems and procedures to meet the statutory and organisational requirements and allow the legacy team to run effectively, being a go-to person for guidance on regulations in this area of fundraising
6	Manage the relationship with external agencies and providers who are engaged in and support the delivery of our legacy marketing activity.
7	Formulate and manage the annual expenditure of all legacy marketing campaigns and appeals, and contribute to the overall legacy marketing budget planning, working with internal finance business partners and the legacy admin team.
8	Work in conjunction with wider teams, including the community team, to ensure that St John Ambulance becomes a 'legacy' focussed charity, where all staff and volunteers understand the key legacy messages and the vital role they play.
9	Help to build a positive reputation for legacy marketing and the fundraising department both internally and externally.
10	Ensure all organisational policies and procedures including data protection and charity law are adhered to.
11	Perform any other duties commensurate with these responsibilities, the band of the post and skills and qualifications of the post-holder.

4. Person specification

This is a specification of the experience, skills etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined in the job description) and forms the basis for selection.

Requirements	Essential and desirable criteria		Method supporting assessment
	E	D	
Education and qualifications			
Educated to GCSE level or equivalent (Grade C)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form
Educated to degree level	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form
Holds a certificate/qualification in fundraising	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form
Experience			
At least 3 years of working in a legacy marketing team	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience of working on Raiser's Edge (or similar database)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience in managing multiple campaigns simultaneously	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience in managing individuals	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Experience of supporting and developing a strategy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Skills, knowledge and abilities			
Excellent interpersonal skills with the ability to communicate at multiple levels	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to use Microsoft applications at an intermediate level	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to work to and plan an annual programme & budget	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Strong networking and relationship building and negotiation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to prioritise different workloads	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Ability to write reports and making recommendations/suggestions to support strategy	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Application form/interview
Basic knowledge of probate law and understanding of the charity commission guidance on the legacy promotion	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Motivation			
Ability to work on own initiative with minimal supervision within a complex organisation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Willingness to adapt and learn new skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form/interview
Willingness to travel and work extra hours when required	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Application form

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance. It is expected that the post holder will be as positive and flexible as possible in using this document as a framework.

Initials: _____ Date of preparation: _____