



THE ROYAL MARS DEN CANCER CHARITY

Job description

Legacy Executive

Job title	Legacy Executive
Salary	£26,000 - £30,000 (depending on experience)
Benefits	Pension, employee benefits and staff rewards
Hours of work	Full time, 37.5 hours per week (flexible hours considered)
Directorate	Public Fundraising - Legacy Team
Accountable to	Associate Director of Public Fundraising
Responsible to	Head of Legacies, with direct line management by Legacy Manager
Location	<p>Due to Covid-19 restrictions currently a mix of home-based and office days (Chelsea or Sutton) as part of organisation-wide rota.</p> <p>Post Covid-19 restrictions, the role will be based in Chelsea (but required to travel to Sutton on occasion). We are currently developing our longer term approach but will be a hybrid model with mixture of home and office working.</p>
Liases with	Legacy team members, Individual Giving team, Community Fundraising team, Fundraising and Database Support team, Marketing, Communications and Digital teams, Legacy Pledgers and supporters, associated Third Parties.

1. Job Purpose

The Royal Marsden Cancer Charity raises money solely to support The Royal Marsden, a world-leading cancer centre. We ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

From funding state-of-the-art equipment and ground-breaking research, to creating the very best patient environments, we will never stop looking for ways to improve the lives of people affected by cancer.

It is an exciting time to join The Royal Marsden Cancer Charity as we enter a new strategic period. Along with funding an existing world-class programme of research, treatment, and care, we are also raising the remaining millions to build the Oak Cancer Centre at The Royal Marsden in Sutton. This new centre will provide radical new solutions for the research and treatment of cancer.

The Legacy team have developed a complementary strategy that focuses on engaging and stewarding supporters who wish to leave a gift in their Will to help achieve a sustainable increase in income for the Charity. We want to create a best in class legacy programme that puts our supporters at the heart of the Charity's work in supporting the hospital and its patients.

The Legacy Executive will work closely with the Head of Legacies, the Legacy Manager and colleagues to help deliver key campaigns within the legacy marketing programme. They will be responsible for delivering a high-quality supporter experience through multi-channel marketing communications and one-to-one stewardship.

This role will suit a proactive and enthusiastic individual, eager to build on their existing marketing experience within in the legacy and/or charity sector. They will be instrumental to the success of legacy giving during an exciting period of growth, ensuring we can continue to help transform the lives of countless people who are touched by cancer.

2. Key areas of responsibility

- 1.1. Supporting the five year strategy for Legacies, working closely with the Legacy Manager to plan, deliver and optimise our acquisition and stewardship communications to supporters across mail, email and digital channels.
- 1.2. Briefing and day to day management of internal and external suppliers including copy and artwork development through to final print, production and/or broadcast.
- 1.3. Briefing and liaising with the Fundraising and Database Support team to deliver complex and accurate data selections.
- 1.4. Helping to ensure that all campaign activity remains on schedule and on budget, and opportunities for learning are optimised.
- 1.5. Monitoring and reporting on campaign performance and, with support from the Head of Legacies and Legacy Manager, analysing results to inform future planning and decision making.
- 1.6. Supporting the team in review, development and delivery of Legacy products and opportunities such as Legacy events and promotional activities e.g. the Free Will Service as required.
- 1.7. Providing excellent supporter care via phone, post and email and creating relevant and engaging digital and offline supporter journeys.
- 1.8. Sourcing supporter case studies, creating new content and managing asset creation and photoshoots as required.
- 1.9. Working with teams across The Royal Marsden Cancer Charity and the Trust to deliver the objectives of the Legacy team. This will include building and maintaining excellent relationships with the Marketing, PR and Digital teams, across the Public Fundraising directorate, Data team and Finance.
- 1.10. Developing strong working relationships with the Office Administrator and Fundraising Assistants across both Chelsea and Sutton, ensuring they are fully briefed on campaigns and other activities.
- 1.11. Ensuring efficient processes for accurate recording on database systems and on occasion providing support to the Legacy Officer or Head of Legacies with legacy administration.
- 1.12. Being a passionate advocate of The Royal Marsden Cancer Charity's cause, legacy giving and the team, both internally and externally.

- 1.13. Keeping up-to-date with Fundraising regulation, organisation's policies and activities in order to carry out the full functions of the job effectively and efficiently.
- 1.14. Any other duties as required from time to time by the Legacy Manager which are consistent with the grade and nature of the post.

3. Confidentiality and Data Protection

- 3.1 All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity's policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.
- 3.2 All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR) which comes in to effect from May 2018 and sets out requirements for how organisations will need to handle personal data.

4. Health and Safety

- 4.1 All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

5. Customer Service Excellence

- 5.1 All staff are required to support the Charity's commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

6. Equality and Diversity Policy

- 6.1 The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

7. No Smoking Policy

- 7.1 There is a no smoking policy at The Royal Marsden Cancer Charity.

8. Review of this Job description

- 8.1 This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.

Employee Specification

Candidates must be able to demonstrate	Essential or Desirable	Assessed by
Education/Qualifications		
Numerate with a GCSE or A-Level in Maths and English at a C grade or above	Essential	CV
Experience		
<ol style="list-style-type: none"> 1. A minimum of one year Legacy Marketing/ Direct Marketing experience. 2. Experience of working within a charity environment specifically within a Fundraising, Marketing or Supporter Care team. 	Desirable Essential	CV/interview
Skills Abilities/knowledge		
<ol style="list-style-type: none"> 1. Proficient in Microsoft Office, particularly Excel and Word. 2. Strong attention to detail 3. Interest in and desire to learn more about Legacy Fundraising 4. Interest in the key issues impacting the charity sector and in particular fundraising 5. Friendly and professional phone manner 6. Ability to communicate and build good working relationships. 7. Excellent copy-editing and proofreading skills and an excellent understanding of the English language. 8. Ability to work under own initiative, with colleagues across an organisation and with third-parties. 9. Ability to be adaptable and flexible to manage multiple tasks in a fast-paced, deadline-driven environment. 10. Able to respond sensitively and appropriately to emotional circumstances, including distressed/bereaved donors. 	Essential	Interview and references
Other Requirements		
<ol style="list-style-type: none"> 1. An interest in cancer and health issues 	Desirable	Interview
<ol style="list-style-type: none"> 1. A positive can-do attitude. 2. Calm and professional; ability to work under pressure, delivering to tight deadlines. 3. Able to travel to our Sutton hospital when necessary, and to be flexible to meet the needs of the role. 	Essential	Interview

The above attributes have been identified by management to be necessary for this post and will be used when short listing applicants for interview.