



THE ROYAL MARSDEN CANCER CHARITY

Job description

Legacy Marketing Manager

Job title	Legacy Marketing Manager
Salary	£38 - £42
Hours of work	Full time, 37.5 hours per week (flexible hours considered)
Directorate	Public Fundraising and Engagement
Accountable to	Managing Director, The Royal Marsden Cancer Charity
Responsible to	Head of Legacies
Location	Hybrid working. Chelsea, Sutton and home as required
Liases with	Individual Giving team, Philanthropy team, Database and Fundraising Support team, Philanthropy team, Finance, Marketing, Communications and Digital teams, supporters and volunteers, hospital medical staff, third party suppliers

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.

The Royal Marsden Cancer Charity has a three-year strategy that aims to significantly grow our income. The Legacy team have developed a strategy to dovetail with the organisational aspirations that focuses on engaging, stewarding and retaining 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.

We are looking for a Legacy Marketing Manager to help us grow awareness of legacy giving, build engagement and increase loyalty amongst our supporters. You will have responsibility for the stewardship of our supporters, bringing our proposition to life through thoughtful and compelling communications to deliver the highest standards of supporter care.

This role will suit a creative and ambitious individual who wants to make a difference to an organisation with the ambition to drive transformational growth. This opportunity to grow and develop the awareness and marketing activity for gifts in Wills to both new and existing audiences is crucial to delivering sustainable long-term growth.

2. Key areas of responsibility

Legacy marketing, strategy and budget

- 2.1 Develop detailed strategies and draft marketing plans for all legacy campaign activity using market knowledge, sector insight and previous campaign activity. Ensure that all campaign activity remains on schedule and on budget.
- 2.2 Work in partnership with Database and Fundraising Support team to develop the Charity's segmentation model to understand the best timing and identify the best legacy prospects within the supporter journey to optimise engagement and income.

- 2.3 Work collaboratively with Individual Giving, Community Fundraising, Database and Fundraising Support teams to ensure plans for campaigns and activities are delivered on budget and to schedule, track results and make recommendations to Head and Managing Director as appropriate. Support others to successfully deliver key campaign activities.
- 2.4 Work collaboratively and develop combined approach to campaigns and marketing plans with Marketing, Communications and Digital teams to ensure successful delivery of activities, project management, ensuring right messages for our legacy audience and optimisation of all marketing channels and website.
- 2.5 Work with team to manage suppliers, collate results and make recommendations for future activity.
- 2.6 Work collaboratively with Marketing and Digital teams on cost negotiations with suppliers for areas of responsibility including compensation when service delivery is not satisfactory.
- 2.7 Develop and manage supporter journeys for all legacy supporters, converting these into detailed activity plans.
- 2.8 Manage effective stewarding and thanking of legacy supporters, ensuring best practice and high standards at all times.
- 2.9 Support Head to develop annual Business Plans, mapping out key activities for awareness, engagement and stewardship, identifying objectives, key performance indicators, milestones and budget requirements.
- 2.10 Project manage product development and new initiatives for the team including ongoing delivery of our Free Will Scheme.
- 2.11 Manage and forecast expenditure budget for all areas of responsibility, securing competitive quotes, identifying cost savings, and delivering all activity within budget.

Data governance and compliance

- 2.12 Ensure high standards of governance and compliance for data management, overseeing the process of data storage and accuracy.
- 2.13 Oversee the completion of supplier contracts and put in place monitoring programmes to ensure compliance.
- 2.14 Work with Database and Fundraising Support team to ensure that all activity is compliant with relevant regulations

Team and line management

- 2.15 Operate as Officer in Charge in Head of Legacies' absence, making decisions on behalf of and for the Legacies team with the full confidence and authority of Head and Managing Director.
- 2.16 Line management responsibility for Legacy Executive. Providing inspiring and effective management, using coaching skills to develop skills and retain talent. Supervise workload by setting clear objectives to monitor to progress and delivery. Manage all necessary recruitment, probation monitoring, appraisals, absence management and performance management activity.

- 2.17 Work with Head to help build and sustain a high functioning team that enables and supports each other to meet team objectives as well as supporting the wider team to achieve the Charity's overall objectives and vision.

General

- 2.18 Manage and build key relationships with legacy supporters as required ensuring that the wishes of the donor are at the heart of all communications.
- 2.19 Undertake any other duties that are commensurate with the grading of the post as requested by line manager or Managing Director.

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.

9. Employee Specification

Candidates must be able to demonstrate	Essential or Desirable	Assessed by
Proven significant experience in legacy marketing or direct giving/supporter marketing	Essential	Application (CV)
Highly proactive, able to prioritise own workload and that of direct reports, highly organised, flexible and adaptable	Essential	Application and interview
Excellent attention to detail, strong sense of quality, ensuring customer service and communications are a high priority and of a high standard	Essential	Application and interview
Excellent interpersonal and communication skills, evidenced by successful working relationships with supporters and colleagues	Essential	Application, interview and reference
Highly numerate; able to understand, interpret and produce complex data and financial reports	Essential	Application and interview
Able to respond sensitively and appropriately to emotional circumstances, including distressed/bereaved donors	Essential	Interview
Able to demonstrate ability to analyse, make decisions and problem solve	Essential	Application and interview
Experience of using Raiser's Edge (Database) system	Essential	Application
Line management experience	Desirable	Application and interview
An interest in cancer and health issues, with an understanding of NHS practices and procedures	Desirable	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.