

JOB DESCRIPTION

Job Title:	In Memory & Legacy Officer
Department:	Income Generation
Salary range:	
Reports to:	Head of Fundraising
Responsible for:	N/A

Job Purpose

Working closely with the Individual Giving Manager this role will be responsible for developing and executing legacy and in memory marketing campaigns for Isabel Hospice, amongst the general public and to the existing donor base helping to ensure this vital income stream is safeguarded and increased.

Working with the wider team the role will focus on developing a range of impactful and engaging opportunities for people to give in memory of a loved one, as well as further developing our legacy giving appeals, whilst putting in place clear onward journeys for people to stay close to the work of Isabel Hospice

Main Duties and Responsibilities

- Campaign manage a portfolio of Legacy and In Memory activities using a mix of channels including direct mail and digital, with all stakeholders, to meet agreed objectives and making recommendations for future testing and development.
- Manage the creative development of the campaign and brief internal team on creative approach.
- Based upon results and analysis, determine the most appropriate audience for the campaign, whether new or existing and prepare the mailing list selection.
- Brief the Supporter Care Team to run data counts and selections as appropriate, to ensure targets are met and data is accurate.
- Research into projects, case studies, production methods and other charities approaches to feed into the creative process.
- Ensure that all permissions for photography, case studies and all other material are gained before final sign-off and communicate with individual case studies sensitively and appropriately.
- Regularly review marketing materials to ensure all messaging remains accurate, and brief updates when necessary.
- Manage and develop campaign reporting and analysis for all agreed Legacy and In Memory campaigns within the team.
- For each campaign, prepare campaign management reports, detailed analysis of segmentation and test results, and end of appeal management reports, making recommendations for future activity.
- Work with the wider team to develop In Memory products and stewardship programmes which provide supporters with more opportunities to give in memory of a loved one:
- Develop and maintain the In Memory sections of the website and ensure they include clear information, support and calls to action for In Memory fundraising.
- Support on the development and management of specific In Memory offers, such as Tribute Funds.
- Establish clear and cohesive supporter journeys for people giving In Memory, ensuring their 'why' is recognised and reflected back, and that this is integrated with their individual relationship management.
- Create impactful and engaging In Memory materials for use by a range of teams across the charity.
- Support staff, volunteers and other employees with In Memory information, training and promotional materials.

General Duties

GENERAL DUTIES *(to remain in all JD's please do not edit)*

- To comply at all times with the requirements of the Health & Safety regulations under the Health & Safety at Work Act (1974) and to take responsibility for the health and safety and welfare of others in the working environment ensuring that agreed safety procedures are carried out to maintain a safe environment.
- To comply at all times with the Hospice Information security policy. Also to respect confidentiality of information about staff, patients and health service business and in particular the confidentiality of electronically stored personal data in line with the Data Protection Act.
- It is the responsibility of all Hospice employees to fully comply with the safeguarding policies and procedures of the Hospice. As an Isabel Hospice employee you must ensure that you understand your role in protecting adults and children that may be at risk of abuse. Individuals must ensure compliance with their safeguarding training.
- The Hospice is committed to a policy of equal opportunities. A copy of our policy is available from the human resources department.
- The Hospice operates a no-smoking policy.
- The role description gives a general outline of the duties of the post and is not intended to be an inflexible or finite list of tasks. It may be varied, from time to time, after consultation with the post holder.
- All appointments are subject to pre-employment health screening.
- It is the responsibility of all employees to ensure that they comply with the Hospice Infection control practises, as outlined in the Health Act 2008 and staff must be familiar with the policies in the Organisation's infection control manual, this includes Infection Prevention and Control Adult Hospice Policies and Safe Practice Guidance.
- All staff are required to implement infection control policies and practices, including hand hygiene, waste disposal, staff uniform and occupational health responsibilities, as detailed in the Hospice Policies.
- It is the responsibility of all staff to ensure that they have evidence of annual/or otherwise infection control training as appropriate.

The job description is not exhaustive and may be amended following appropriate consultation in the light of business needs

PERSON SPECIFICATION

Job Title:	In Memory & Legacy Officer
Department:	Income Generation
Salary range:	

Requirements	Essential	Desirable	How identified
Education and Qualifications	<ul style="list-style-type: none"> Demonstrable experience in campaign management 		AF, C
Knowledge and Experience	<ul style="list-style-type: none"> Excellent team working and project management skills. Good communication and interpersonal skills. Clear and accurate writing skills and copy editing. Ability to work at a detailed level as well as develop campaign strategy. Able to prioritise, organise own workload and brief others. Good office skills, including a thorough knowledge in the use of word processing and spread sheets Good numerical skills and ability to manage and prepare financial information, and analyse campaign result Good understanding of Legacy and In Memory fundraising. How to brief effective copy and creative to generate response. Good understanding of all aspects of Direct Marketing techniques. Understanding of how to use a database effectively for direct marketing purposes. Demonstrable experience in campaign management Demonstrable experience of leading customer/supporter development programmes involving a range of direct marketing techniques and channels 		AF, C, I

	such as mail and email.		
Personal skills and attributes	<ul style="list-style-type: none"> • Excellent team working and project management skills. • Good communication and interpersonal skills. • Clear and accurate writing skills and copy editing. • Ability to work at a detailed level as well as develop campaign strategy. • Able to prioritise, organise own workload and brief others. • Good office skills, including a thorough knowledge in the use of word processing and spread sheets • Good numerical skills and ability to manage and prepare financial information, and analyse campaign results. 		AF, I

Application form

I=Interview

T=Test

C=Certificate