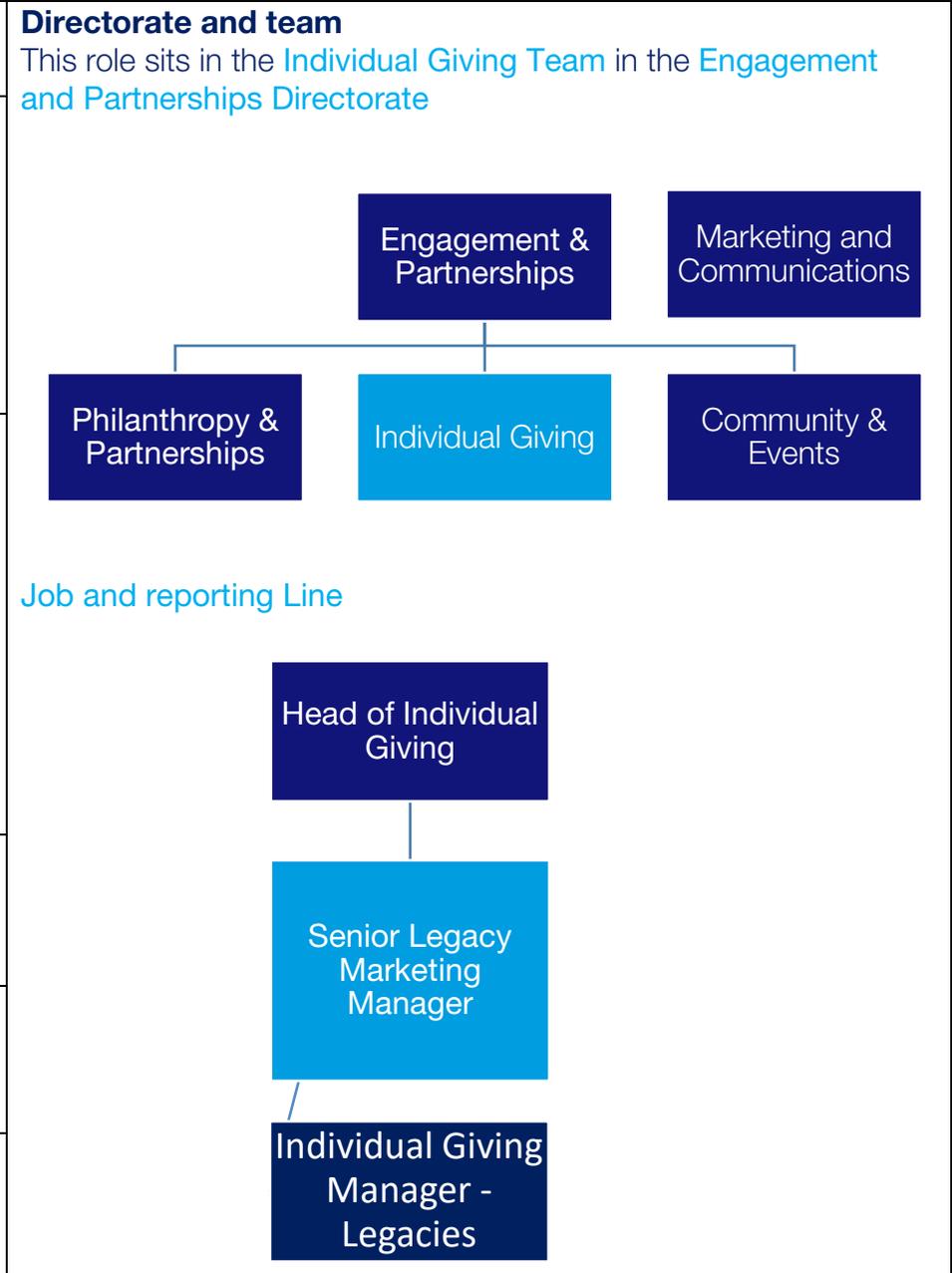


<p>Job Title Senior Legacy Marketing Manager</p>
<p>Key focus of the role The Senior Legacy Marketing Manager is responsible for leading the gifts in Wills marketing programme to recruit, retain and develop legacy supporters through a stewardship journey that provides a great supporter experience. The role will lead on the development and delivery of end-to-end recruitment and retention plans across a range of offline and online channels. In addition, the role will work with colleagues across the charity to promote legacy giving and support these areas of the organisation to develop relationships with legacy prospects and support our ambition to grow our legacy income.</p>
<p>Key deliverables</p> <ul style="list-style-type: none"> ▪ Create and manage the annual plan and budget for Legacy Marketing, including working closely with the Legacy Administration Manager to set and agree KPIs and to monitor ongoing performance ▪ To develop, improve and implement the legacy stewardship journey ▪ To lead, manage and inspire the Individual Giving Manager – legacies, ensuring they are effectively trained, developed and motivated through setting objectives, holding regular 1-1s and supporting them with the day to day management of their projects. ▪ To champion legacy giving across the charity, ensuring all areas of organisation are aware of the importance of gifts in Wills and are equipped to promote this way of giving.
<p>Contractual information</p> <ul style="list-style-type: none"> ▪ Contract type: Permanent ▪ Hours: Full time (35 hours) ▪ Pay range: Band: 4
<p>Key working relationships internal Individual Giving, Data & IT, Finance (Legacy Administration), Brand, Strategic Marketing, Creative Services, Digital, Community Fundraising, Compliance, Research</p>
<p>Key working relationships external Creative agencies, print suppliers, mailing houses, fulfilment houses, Legacy Foresight, Consortium agencies, supporters and members of Diabetes UK, people with diabetes and the general public.</p>



All jobs at Diabetes UK are based on our competency framework called the **What-How Framework**. In the following sections we've listed:

- the key activities you'll undertake (**the What**) and
- the skills, knowledge, experience and behaviours you need to be successful in this role (**the How**).

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Key activities – What you need to do

Setting and delivering strategy and objectives	Managing and developing others	Improving delivery	Collaborating with colleagues
<ol style="list-style-type: none"> 1. Set the strategic direction of the Legacy Marketing team in line with the wider Individual Giving and organisational strategies. (S) 2. Create and manage the Legacy Marketing expenditure budget and corresponding plan taking an agile approach to ensure KPIs are met. 3. Work closely with the Legacy Administration Manager who manages the legacy income budget in order to build an understanding of legacy income forecasting to support organisational reporting. 	<ol style="list-style-type: none"> 4. Manage, inspire and develop the Individual Giving Manager - Legacies. Setting objectives, holding 1-1s, and providing support and guidance to enable them to achieve their objectives and develop their skills and experience. (S) 5. Support the Individual Giving Manager – Legacies, to work with regional colleagues to promote legacy giving, providing materials and training as appropriate to generate leads. 	<ol style="list-style-type: none"> 6. Work closely with our agencies and suppliers ensuring the Legacy Marketing team establish and maintain effective working relationships that ultimately enhance the content and delivery our legacy offering including a direct relationship with Legacy Foresight in partnership with the Legacy Administration Manager. 7. Identify any gaps in the Legacy Marketing programme and work with key stakeholders to develop, test, and evaluate any new product development. 8. Ensuring the Legacy Marketing team have documented processes, procedures and ways of working both internally and externally to enable key stakeholders and suppliers to effectively deliver a great legacy experience. 	<ol style="list-style-type: none"> 9. Ensure the Legacy Marketing team build collaborative ways of working with other teams and directorates to ensure our plans and activities including the Legacy Events Programme are understood and are delivered to a high quality with the appropriate level of organisational awareness and coordination (S) 10. Effectively communicate with relevant stakeholders and dependencies to ensure legacy marketing requirements are understood to facilitate the successful implementation of activities and projects associated with legacies.

Skills, knowledge, experience and behaviours – How you need to do it

When applying, focus on the bullet points that are **bold and marked with (S)** only. We will use these elements for shortlisting purposes.

Managing and developing self	Improving Delivery	Collaborating with colleagues	Setting and delivering strategy and objectives
<p>1. Able to manage and lead a team, delegating effectively to ensure direct reports are supported, developed, motivated and inspired to deliver high quality and impactful work. (S)</p> <p>2. Be an advocate for legacies, promoting the work of the legacy marketing team internally, identifying opportunities to share results & learning and building an organisational understanding of the work of the team. (S)</p> <p>3. Actively maintain a good understanding of trends and factors which shape the legacy sector ensuring decision making is oriented towards achieving Diabetes UK’s medium and long term legacy goals. (S)</p>	<p>4. Continuously develop and deliver an excellent supporter experience in line with agreed standards, on and offline that deepens engagement with communications which are relevant and appropriate. (S)</p> <p>5. Apply your experience into improvements that could be made into the different marketing channels. Such as online and email marketing</p>	<p>6. Actively seek opportunities to effectively collaborate with colleagues to enhance existing Legacy Marketing activities including building a relationship with the Legacy Administration Manager (S)</p> <p>7. Proactively utilise your experience to support colleagues to grow and optimise the Legacy Marketing activity</p>	<p>8. Demonstrate experience of effectively managing and planning campaigns. Ensuring it successfully run on schedule and to budget (S)</p> <p>9. Utilise experience of direct marketing techniques to enhance the development program strategy and optimise retention, engagement and income (S)</p> <p>10. Utilising experience of effectively managing conflicting priorities and tensions, whilst clearly communicating and managing expectations for delivery</p>

Qualifications – Qualifications you need to carry out this role

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