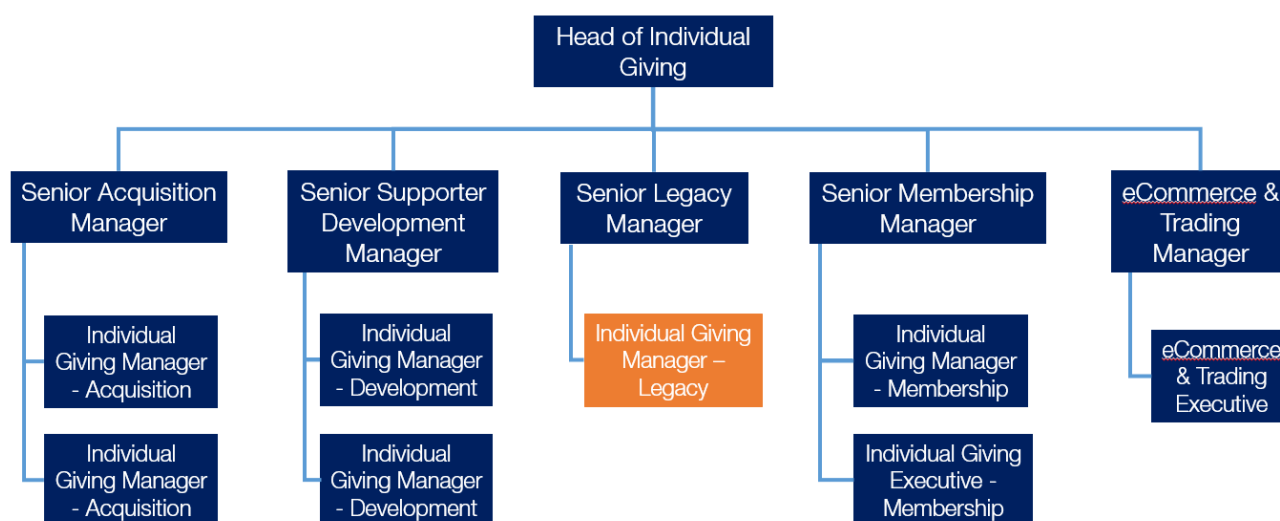


## Individual Giving Manager - Legacies

DIRECTORATE:	Engagement and Fundraising
TEAM:	Individual Giving
REPORTING TO:	Senior Legacy Manager
CONTRACT:	Permanent



## WORKING RELATIONSHIPS:

Inside Diabetes UK
Individual Giving, Data & IT, Brand & Marketing, Creative Services, Digital, Regions and Nations, Volunteer Team, Finance, Governance, Compliance, Research and Legacy Admin
Outside Diabetes UK
Creative agencies, Printers, Mailing houses, Fulfilment houses, Consortium agencies, Supports and members of Diabetes UK, People with Diabetes, General Public and other charities

## OVERALL PURPOSE OF THE JOB

The Individual Giving team is responsible for raising over £21m. Legacies are vital to Diabetes UK with gifts in Wills funding over a third of our work every year.

The role of the Individual Giving Manager - Legacies is to support the development and delivery of the legacy marketing strategy and operational plans to maximise the recruitment and retention of legacy supporters to Diabetes UK. This includes managing and developing a range of legacy marketing activities, including UK wide events, direct marketing appeals, awareness raising and digital marketing. The role will also support the Senior

Legacy Manager in championing legacy marketing across the organisation, ensuring all areas are aware of the importance of legacies.

It is essential that the Individual Giving Manager - Legacies cultivates strong relationships with teams across Diabetes UK to ensure legacies are widely promoted.

## **MAIN DUTIES AND RESPONSIBILITIES:**

### **Budgets and Strategy**

- Support the Senior Legacy Manager to develop the team's annual strategy, budget and reforecasts
- Track expenditure in order to contribute to the team's quarterly reforecast projections.
- Input into the wider strategic remit of the Individual Giving team to grow income and identify opportunities.

### **Campaign Management**

- Lead on day to day management of supplier relationships, ensuring efficient and effective creative execution, production and fulfilment.
- Project manage multiple legacy marketing campaigns and supporter communications on time and to budget including data selection, creative, print and data analysis – maximising supporter engagement.
- Project manage the legacy event programme on time and to budget.
- Manage the creative development of direct marketing campaigns with internal and external creative teams.
- Ensure that all communications support Diabetes UK's agreed brand guidelines.
- Work with the Data team to produce data selections informed by data analysis.
- Work with the Information and Governance, Compliance and IT teams to ensure that data is captured compliantly and loaded to the database according to internal process guidelines.
- Brief colleagues on all upcoming legacy marketing activity. Liaise with Customer Care Centre on response handling, complaints and queries.
- Track, analyse and evaluate campaign performance to feed into the programme's strategy.

### **Supporter Stewardship**

- Respond to and thank supporters, accurately recording their interactions on the database.
- Provide excellent personalised stewardship of new and current supporters.
- Input into the development of and implementation of the new legacy stewardship programme.

### **Internal Engagement**

- Be an advocate for legacies, looking for opportunities to promote legacies whilst ensuring the wider organisation is aware of the importance of legacy giving.
- Work closely with Regional teams to facilitate legacy conversations at a local level.
- Design briefings, inductions and training sessions associated with the legacy programme.

### **Other**

- Work closely with the Business Support team, to keep abreast of regulatory changes including; Data Protection legislation and Fundraising Regulator guidelines.
- Keep abreast of competitor activities and trends by actively monitoring legacy campaigns, sector development and fundraising press.
- Work closely with Individual Giving Managers on other fundraising campaigns when needed.

## **PERSON SPECIFICATION:**

The best person for this job will be able to:

- Manage innovative legacy activity.
- Manage relationships with internal, external stakeholders and supporters.
- Manage campaigns and events.
- Be a self-starter with the ability to make informed decisions.
- Deliver operational plans along with effective monitoring and control systems.
- Manage complex budgets.

- Work under pressure, meet deadlines and represent Legacies across Fundraising and other technical teams.
- Work comfortably with large data sets to analyse and interpret results. Consult with key IT and Analysis teams and translate this analysis into action.
- Use initiative and have the confidence to make decisions.
- Work independently.
- Effectively communicate with all relevant stakeholders and dependences to ensure effective implementation of activities.
- Understand key legacy profiles and motivations and using this information in targeting and engaging audiences, execution of creative concepts and choice of media.

### The best person for this job will have experience in:

- Charity/NFP sector in legacies, individual giving or marketing role.
- Legacy/Direct marketing techniques and supporter/customer engagement.
- Project managing direct mail campaigns and general project management methodology.
- Working with creative agencies to develop strong direct response creative.
- Managing a range of projects/campaigns at any one time, ensuring they are delivered on-time, on-budget and to agreed standards.
- Developing and implementing effective cross-department processes to facilitate the delivery of a high quality product.
- Experience of relational databases, including requesting data selections, administration and reporting.
- Using segmentation models for direct marketing campaigns.
- Campaign evaluation and analysis.
- Financial management – control costs and looks for added value.
- Negotiation and diplomacy demonstrated as a project manager.
- Data Protection legislation.
- Applying brand guidelines consistently across a variety of channels and projects.

### The best person for this job will be:

- Understanding of, and show commitment to Diabetes UK's mission, vision and values.
- Educated to degree level, ideally in Marketing/Business related subject or equivalent experience.
- Have 2 years' experience working in a Legacy Marketing/Direct Marketing role.
- Excellent oral and written communication skills, including the ability to carry out presentations and produce written documents to a high standard.
- Excellent attention to detail.
- Excellent ability to plan and manage a variety of projects and activities to tight deadlines
- A strong team player, motivator of self and others.
- Pragmatic and take an evidence based approach to problem solving.