

Legacy and Individual Giving Manager job description

Why the role is important to us

The Medical Research Foundation's mission is to drive the life-changing advances of tomorrow, by laying the foundations for ground-breaking new discoveries today. We know that many health conditions are overlooked and underfunded, that new health threats will continue to arise, and that there will always be a need for high-quality, high impact medical research. But to continue funding life-changing research long into the future, we need reliable voluntary income streams and we have ambitious plans for transformational growth of our voluntary income over the next 10 years.

What you will do

You will manage our Legacy and Individual Giving programmes to achieve significant income growth over the next five years.

Legacies

- Develop and deliver the nationwide legacy marketing campaign across all channels.
- Develop and deliver stewardship programmes for legacy enquirers, legacy pledgers, and families of legators.
- Manage the relationship with and outputs and performance of our provider of legacy administration services.

Individual Giving

- Develop and deliver new innovative individual giving fundraising programmes.
- Lead and manage the annual challenge and community fundraising events programme including Research Bakers – our science-themed bake-off event.
- Lead and manage marketing campaigns for challenge and community fundraising events.
- Develop and deliver stewardship programmes for individual donors and event participants.
- Monitor progress of individual giving income, including working to agreed KPIs and ROI, and provide reports on a timely basis to the Director of Fundraising.
- Maintain an up-to-date market awareness of individual giving trends and best practice.
- Maximise income generated from Gift Aid and submit Gift Aid claims to HMRC.

Other responsibilities

- Be responsible for the optimal use of the Customer Relationship Management database, supporting and training colleagues on the donation reconciliation process.
- Lead on the development of dashboards to ensure effective recording of and reporting on all areas of voluntary income, and other developments.
- Ensure that all activity within the individual giving function is compliant with the Fundraising Code of Practice, Fundraising Regulator, GDPR and PECR.
- Identify opportunities to continually improve the Foundation's relationships with supporters and the efficiency of our operations.

In addition, you will also:

- Carry out any other reasonable duties.
- Occasionally, be required to attend evening and weekend events.

Who you will work with

You will report to the Director of Fundraising and be a key member of a rapidly growing fundraising team. You will manage an Individual Giving and Legacy Officer.

About you

Who you are

You are inspired to help us deliver our vision of a world where medical research improves health for everyone. Our vision is so important that we need the very best people to help us achieve it. Our team is proud to work for the Medical Research Foundation. We are ambitious for the Medical Research Foundation and for ourselves. We are approachable – providing advice to everyone and explaining our work. We are dedicated and committed to achieving the most for our donors and our researchers. And we are involved – constantly looking for new ways to engage and improve. We love our work and we will be looking for this in you too.

What you will bring to the role

You will have:

- Sound experience of delivering legacy marketing campaigns **and/or**
- Sound experience of delivering individual giving fundraising campaigns.
- Effective spoken and written communication skills with a persuasive writing style.
- Strong analytical skills including an ability to assess information, report against KPIs and recommend informed action based on analysis.

You will be able to:

- Cultivate and manage meaningful and empathetic relationships with supporters.
- Demonstrate excellent attention to detail in order to ensure compliance with corporate brand and messaging, and proof reading.
- Demonstrate a high level of creativity to ensure the development and execution of effective Individual Giving campaigns.
- Demonstrate a high level of IT skills, specifically excellent M/S Word, and Excel.
- Demonstrate experience of working with or managing external agencies or consultants (e.g. legacy administration consultants, advertising agencies, creative agencies, software support providers).
- Demonstrate experience of using a CRM system for fundraising and reporting.
- Demonstrate a good understanding of key regulations including the Fundraising Code of Practice, GDPR and PECR.

You might also have:

- Experience of managing staff.
- Experience of managing direct marketing campaigns
- A qualification in fundraising, marketing or project or people management.
- Experience of fundraising for medical research.

Personal attributes

You will be:

- Ambitious - for the organisation, yourself and for human health.
- Approachable - ready to engage, talk and explain to anyone.
- Dedicated - willing to go the extra mile.
- Involved - constantly looking for ways to engage and improve.