

Job title:	Legacy Marketing and In Memory Manager
Location:	Head Office, London SE1 (with flexibility for homeworking)
Department:	Development
Reporting to:	Head of Individual Giving and Legacy Marketing
Salary:	£35,000–£39,000 per year

Main purpose of role

The Legacy Marketing and In Memory Manager is an exciting new role at MDUK, that will sit within the Individual Giving and Legacy Marketing team. You will be responsible for delivering the legacy marketing programme as well as excellent stewardship of Legacy and In Memory supporters. This role will help raise vital income to fund MDUK's care, support and advocacy services and fund ground-breaking research into treatments for muscle wasting conditions.

Main tasks and responsibilities

- Work with the Head of Individual Giving and Legacies to develop the Legacy marketing and In Memory strategies and devise and implement meaningful supporter journeys.
- Deliver these programmes across direct, digital, video and internal channels to increase future income from Gifts in Wills and In Memory fundraising.
- Coordinate production of mailing campaigns including schedules, creative development, briefing data extractions, sourcing quotes, coordinating the internal review process, set-up of backend procedures and ensuring materials are up to date.
- Work collaboratively with MDUK staff to provide training around having legacy conversations with supporters and creating 'legacy champions' within internal teams to promote this form of giving.
- Work closely with our Community Fundraising Team to identify and coordinate opportunities to promote legacy giving and in memory fundraising.
- Plan legacy events including identifying potential audiences/invitees, sourcing venues, arranging engaging speakers, and presenting content.
- Work with other members of the IG team to ensure Gifts in Wills messaging is present in relevant mailings and publications.
- Stewardship and retention of current legacy pledgers in addition to acquisition of new pledgers.
- Keep up-to-date on all relevant compliance and legal requirements and ensure that all activity meets these standards.
- Work closely with colleagues in the IG and Legacy team to support the IG programme as a whole (including campaigns, appeals and newsletters).

Budgeting and reporting

- To maximise value for money from all external suppliers including agencies, freelancers, advertising space, print, enclosing and data processing through accurate briefings and negotiation.
- To obtain quotes from suppliers and ensure that campaigns are delivered within budget.
- To provide campaign reports, analysis and evaluation as requested by the Head of IG and Legacy Marketing; drawing conclusions and making recommendations to support future activity.
- To assist with planning of yearly marketing plans, strategy and budgets, providing costing, analysis and contributing ideas and opinions.
- Use of specialist agencies to provide analysis and projections of legacy pipeline and growth opportunities.

Other duties

- To monitor the range of Individual Giving inboxes and to provide high-quality personalised responses to supporters
- To promptly fulfil enquiries and requests generated by legacy appeals, other materials and website leads.
- To source case studies for use in campaigns
- To maintain the confidentiality and security of donors' personal information at all times
- To run relevant data queries, project analysis as required by campaigns requirements, deal with supporter queries and maintain accurate donor records in the charity's database.
- To write, edit copy and proofread fundraising materials for campaigns.
- To ensure all supporter communications are in line with MDUK's values, brand and tone of voice, and in line with legacy marketing best practice.
- Project manage creative work and copy produced, ensuring compliance to the written brief and in keeping with MDUK's aims and objectives.
- To carry out any other tasks as requested by the Head of IG and Legacy Marketing.

Other responsibilities

- To ensure that all actions comply with the spirit of the Data Protection Act.
- To represent the charity externally if required and to undertake other such tasks as required by the line manager.

Values and behaviours

- A positive attitude and approach that reflect the [charity's values](#).
- To seek opportunities to contribute to the development of the charity.
- A commitment to and an understanding of disability issues, equality, diversity and inclusion.

To always demonstrate role model behaviour.

Person Specification

Experience	
Good standard of written English	Essential
Demonstrable experience in creating and managing Legacy and/or In Memoriam Marketing campaigns for a charity	Essential
Experience of managing full mix marketing including direct mail, telemarketing, email and online campaigns	Essential
Experience of using a fundraising database	Essential
Experience of managing a campaign budget	Essential
Proven ability to analyse campaign results, understand KPIs and report on these	Essential
Experience of cross departmental / organisational working	Essential
Experience of working with outside agencies	Desirable
Skills	
Proven copywriting, editorial and proofreading skills, with ability to tailor copy to the audience	Essential
Excellent communications skills both written and verbal, and the ability to communicate at all levels	Essential
Good level of computer literacy – particularly Excel, but also Outlook, Word, and PowerPoint	Essential
Good organisational, project and time management skills	Essential
Personal qualities and knowledge	
Committed, self motivated, proactive and creative	Essential
Communication – The ability to represent Muscular Dystrophy UK effectively and professionally. Produces clear and effective communications appropriate to the audience, utilising the most appropriate channel and in keeping with brand guidelines.	Essential
Planning and Prioritisation – The ability to develop and implement clear and robust plans. Ability to work independently and project manage campaigns.	Essential
Ability to travel for legacy marketing events when required.	Essential
Organisational skills – The ability to manage own time and tasks effectively keeping on top of multiple projects and prioritising effectively. Taking an approach that is results orientated and systematic making you personally effective in managing own workload. Must be able to react quickly to meet deadlines and cope with changing demands on workload. Ability to work under pressure and to tight deadlines to a high standard.	Essential
Volunteers and supporters – The ability to work effectively with volunteers and supporters to deliver business goals. Recognises the value and contribution of volunteers and supporters – empowers others through provision of support, coaching and training. Sensitive and empathetic when liaising with supporters, beneficiaries and their families.	Essential
Self Development – The ability to constantly challenge and improve self and	Essential

others demonstrating ambition for self and charity to achieve goals.	
Leadership - The ability to set instructions whilst empowering others to accomplish tasks. Demonstrates flexibility by adopting a management style to the given situation.	Essential
Strong interpersonal skills and ability to build effective working relationships both internally and externally with the media and case studies.	Essential
Details	
Full time – 35 hours per week	