

JOB PROFILE			
<i>Role:</i>	<i>Legacy Marketing Executive</i>	<i>Date profile last reviewed:</i>	
<i>Name:</i>		<i>Reports to:</i>	<i>Legacy Marketing Manager</i>
<p>MAIN SUMMARY OF ROLE:</p> <p><i>This new and exciting role will work alongside the Legacy Marketing Manager to support our ongoing multi-channel legacy recruitment campaigns, develop a robust stewardship programme for supporters as well as expand the in-memory income stream.</i></p>			
KEY RESPONSIBILITIES (Development, Reporting and Performance)			
<p>Recruitment</p> <ul style="list-style-type: none"> • Respond to legacy and in-memory enquiries within agreed timescales providing relevant information regarding our legacy and in-memory programme • Work with the Legacy Marketing Manager on our multi-channel legacy supporter recruitment campaigns • Assist with the development and implementation of in-memory recruitment campaigns • Support the Legacy Marketing Manager in the planning of Gifts in Wills events throughout the country • Attending Gifts in Wills events where necessary <p>Stewardship</p> <ul style="list-style-type: none"> • Nurture and develop relationships with supporters to both grow and maintain the base of Legacy Pledgers, Prospects and In-Memory donors • To increase supporter retention through the development and implementation of the Supporter Journey via events, offline and online channels to retain and develop existing legacy and In-Memory donors. <p>Planning & Budgets</p> <ul style="list-style-type: none"> • To assist with implementing the legacy and in-mem marketing strategy to secure a growing pipeline of Legacy Pledgers and increase In-Memory income. • Assist with briefing and liaising with external agencies/suppliers (e.g. creative services agency, freelance copywriters, telemarketing agency, printers, response handling agency) in the delivery of projects • Work with the Legacy Marketing Manager to develop annual expenditure budgets for both legacy and in-memory • Take responsibility for drafting evaluations for each campaign 			

Internal Relationships

- Work with colleagues across the organisation to ensure legacy and in memory supporters receive an optimum experience at all touchpoints across the organisation.
- Champion legacy and in-memory giving across the organisation, working closely with colleagues to build awareness and support.
- Work closely with legacy administration to ensure data and insight is used to inform marketing campaigns.

COMPETENCIES REQUIRED FOR THE ROLE

- Working with people – consulting and listening to colleagues, communicating proactively
- Planning and organising – setting clearly defined objectives, managing time effectively, meeting deadlines and prioritising workload
- Delivering results and meeting supporter expectations – setting high standards for supporter care, ensuring donations are appropriately recognised.
- Adapting and responding to change - demonstrating flexibility in adapting to changing circumstances, accepting new ideas
- Achieving personal work goals and objectives - accepting and tackling goals with enthusiasm and demonstrating a strong work ethic

QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE

Academic/Professional Qualification(s) or equivalent:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Institute of Fundraising certificate • Degree level education or equivalent vocational qualifications/experience

Knowledge/ Experience:

<u>Essential</u>	<u>Desirable</u>

- Proven legacy marketing and/or direct marketing experience
- Experience of using a computerised database
- Able to manage and prioritise own workload
- Able to communicate effectively, empathetically, concisely and confidently on the telephone, in writing and in person to a wide and varied audience
- Have budgetary and financial skills
- Excellent interpersonal skills
- Be committed to the values and ethos of the RAF Benevolent Fund

- Proven experience of promoting In Memoriam giving
- Proven events management
- Use of the CARE database
- Knowledge of the Royal Air Force

Skills/Abilities:

Essential

- Ability to multitask and prioritise workload, including organising and planning daily and weekly activities to meet deadlines
- Ability to build effective relationships at all levels

Desirable

Other Requirements:

- *Travel to other Fund and UK locations (as appropriate).*
- Carry out any other duties that are within the scope of the job as requested by the Legacy Marketing Manager

Signature

I confirm this job profile has been drawn up with my full involvement and accurately reflects the responsibilities of the role.

Postholder's Signature:

NAME:

Line Manager's Signature:

NAME:

Date: