

JOB PROFILE: SENIOR LEGACY AND IN MEMORY MARKETING EXECUTIVE

Role:	SENIOR LEGACY AND IN MEMORY MARKETING EXECUTIVE	Date profile last reviewed:	July 2026
Name:		Reports to:	Legacy and In Memory Marketing Manager

MAIN SUMMARY OF ROLE:

The postholder will have a key role in growing the number of legacy prospects on our database and will take the lead on scoping, proposing and implementing recruitment campaigns as standalone activity or to support other non-digital fundraising activity as well as identifying key audiences for a Gifts in Wills message. The postholder will also be focussed on increasing the number of in memory supporters on our database.

KEY ACCOUNTABILITIES/RESPONSIBILITIES:

- Lead on the development and execution of our multi-channel legacy prospect recruitment campaigns
- Liaise with external agencies including our creative agency, media agency and printers in developing recruitment campaigns and materials
- Manage responses to supporters for these recruitment campaigns where necessary
- Respond to legacy enquiries within agreed timescales providing relevant information regarding our legacy programme
- Produce and share regular analytical reports measuring campaign performance and impact.
- Ensure all Fund staff are kept up to date on campaigns when appropriate.
- Complete monthly reforecasts, reporting variances with commentary to the Legacy and In Memory Marketing Manager
- Add new legacy prospects to our database
- Attend and support Gifts in Wills events
- Take responsibility for the tailored stewardship programmes for all prospects who are new to the Fund.
- Brief and liaise with external agencies/suppliers (e.g. creative services agency, telemarketing agencies, printers) in the delivery of projects
- Provide input into the Legacy and In Memory Marketing Manager to develop annual budgets for legacy recruitment
- Take responsibility for drafting evaluations for each recruitment campaign
- Support the work of the Legacy Administration Manager to ensure data and insight is used to inform marketing campaigns.
- Have an understanding of Charity and Data Protection Regulation legislation including but not limited to UK GDPR and the Data Protection Act 2018, the Fundraising Regulator's Code of Fundraising Practice, Charity Commission guidance, and the Chartered Institute of Fundraising's codes, guidance and best practice standards .Keep abreast of direct marketing trends and practice within the third and for-profit sector.
- Ensure all legacy campaigns reflect the Fund's brand guidelines, aims and objectives.
- Provide regular social posts and solus emails that promote Legacy and In Memory giving and our FWS's
- Work with FWS providers to ensure the best pledger rates during campaign activities.
- Drive In Memory Recruitment, promoting IMO products to new audiences using social media platforms and press
- Assist with the development and implementation of in-memory recruitment campaigns

COMPETENCIES REQUIRED FOR THE ROLE

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Planning and organising • Deciding and initiating action • Delivering results and meeting supporter expectations • Relating and Networking • Coping with pressure and setbacks • Working with people 	<ul style="list-style-type: none"> • Analysing • Presenting and Communicating information • Following instructions and procedures • Adhering to principles and values • Achieving personal work goals and objectives • Entrepreneurial and commercial thinking

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

Academic or Professional Qualifications (or equivalent):

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Good level of education 	<ul style="list-style-type: none"> • Membership of the Chartered Institute of Fundraising

Knowledge/ Experience:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Proven experience in managing legacy prospect activity and thorough awareness of key channels • Excellent understanding of digital marketing principles and best practices. • Experience of delivering campaigns and analysing their success. • Proven experience in delivering effective email marketing campaigns with a strong working knowledge of best practice. • Experience of briefing and working with external agencies. • Experience of using a fundraising database. 	<ul style="list-style-type: none"> • Experience of using the CARE or Dynamics database • Experience in developing content for different audiences to drive conversion. • Experience of prospect recruitment through television • Knowledge of the Royal Air Force • Experience of using design tools to create marketing materials

Skills/Abilities:

<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> • Have budgetary and financial skills • Be committed to the values and ethos of the RAF Benevolent Fund • Able to communicate effectively, empathetically, concisely and confidently on the telephone, in writing and in person to a wide and varied audience • Works in a systematic and methodical way. • Manages time effectively, meets deadlines and prioritises workload. • Writes clearly and succinctly, in a well-structured and logical way. • Adept in the use of MS Office applications • Keeps abreast of digital trends and tools. • Strong interpersonal skills, relating well to people at all levels. • Creative flair, with the ability to spot a good story or opportunity. 	<ul style="list-style-type: none"> •

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 and In Memory Marketing Manager.

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: