

<i><b>JOB PROFILE</b></i>			
Role:	Legacy and In Memoriam Manager	Date profile last reviewed:	April 2019
Name:		Reports to:	Head of Individual Giving

### **MAIN SUMMARY OF ROLE:**

The RAF Benevolent Fund receives on average £9M from gifts in wills each year. This makes up some 60% of our voluntary income and so is an important source of income for our welfare work. The fundraising strategy from 2018 sets ambitious targets to grow this source of income. The postholder will have responsibility for delivering the new legacy strategy, rolling out the campaign across digital and tv channels, refreshing materials and establishing a communications programme to promote legacies to our supporters as well as to others who have expressed an interest in legacies.

Donations given in memory of a loved one contribute about £300,000 in income each year. We have ambition to grow this amount and to promote tribute giving.

### **KEY ACCOUNTABILITIES/RESPONSIBILITIES:**

#### **Legacy Marketing**

- Implement all aspects of the legacy strategy to support the growth plans for this source of income
- With the Legacy Administration Manager agree income targets.
- Set KPI's for all marketing activity for the annual business plan and report on these with each activity.
- Using the CARE database and external sources such as the Legacy Foresight reports keep abreast of developments in the market that will impact RAFBF's legacy income and communicate these to the appropriate colleagues.
- With the Legacy Administration Manager produce robust legacy income forecasts on a quarterly basis.
- Identify suitable audiences for the legacy message and the most suitable medium to carry the message.
- Develop a communication programme for legacy pledgers, legacy enquirers and intenders.
- Equip other colleagues based in Head Office and Regional Offices to promote legacy giving to supporters and when appropriate welfare beneficiaries
- Record on the RAFBF's CARE database information and communication with legacy prospects and pledgers
- With the Direct Marketing Fundraiser ensure newly recruited supporters receive information on legacy giving through the One Heart newsletter and solus mailings.
- Organise a number of events each year aimed at promoting legacy giving or invite legacy pledgers to other RAFBF events as a way of acknowledging their support.

#### **In Memoriam Giving**

- Develop an In Memoriam programme using online and offline methods to ensure this source of income is maximised
- Offer an online tribute system for friends and families to remember a loved one and to raise funds for the RAF Benevolent Fund.
- Keep up to date all materials for In Memoriam giving

#### Other

- Develop income and expenditure budgets for Legacy Marketing and In Memoriam giving and ensure proper management, reporting and reforecasting of budgets as appropriate throughout the year
- Use the RAFBF's contact database to record relevant information and communication with supporters.
- Provide support to the Legacy Administration Manager as required
- Ensure implementation of all relevant Fund policies and procedures
- Attend meetings, conferences and training events as agreed with your line manager.
- Such other duties as may reasonably be required.

#### Person Specification

<b>COMPETENCIES REQUIRED FOR THE ROLE</b>	
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	
<b>QUALIFICATION(S), KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED FOR THE ROLE</b>	
<b>Academic/Professional Qualification(s) or equivalent:</b>	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>• Degree level education or equivalent vocational qualifications/experience</li> </ul>	<ul style="list-style-type: none"> <li>• Institute of Fundraising certificate</li> </ul>
<b>Knowledge/ Experience:</b>	
<u>Essential</u>	<u>Desirable</u>
<ul style="list-style-type: none"> <li>• Proven experience of in a fundraising role</li> <li>• Experience of using a computerised database</li> <li>• Able to manage and prioritise own workload</li> <li>• Able to communicate effectively, empathetically, concisely and confidently on the telephone, in writing and in person to a wide and varied audience</li> <li>• Have budgetary and financial skills</li> </ul>	<ul style="list-style-type: none"> <li>• Proven legacy marketing and/or direct marketing experience</li> <li>• Proven experience of promoting In Memoriam giving</li> <li>• Proven events management</li> <li>• Use of the CARE database</li> <li>• Knowledge of the Royal Air Force</li> </ul>

- Excellent interpersonal skills
- Be committed to the values and ethos of the RAFBF

**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 Head of Relationship Marketing

**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: