

Job Description	
Job Title	Legacy Fundraising Manager
Salary Range/Grade	E
Job Location	Remote
Contract Type	Permanent
Hours Per Week	37 hours per week
Reports To	Generosity Lead
<p>What positive impacts will this position have on children, young people and families?</p> <p>The Legacy Fundraising Manager is an important member of the wider Partnership and Development team and will support the strategy and lead the implementation of Spurgeons legacy programme. The position will play a pivotal role in ensuring the Fundraising Team meets its overarching goals to grow Spurgeons voluntary income to circa £5,000,000 and to increase Spurgeons Family Hub reach to the whole of the UK, whilst maintaining an internal team culture of being proficient, relationship led, data informed, transparent and responsible. This role requires a strategic thinker with excellent interpersonal skills and a track record of developing and implementing legacy campaigns with successful outcomes.</p> <p>This position nurtures and supports our culture of a Spurgeons team that is unified as one and exclusively focused on assisting children, young people, and families by supporting and strengthening our cultural goals, core values, and Christian ethos.</p>	
General Description	
Task	
<ul style="list-style-type: none"> • Develop and implement a legacy strategy/plan aligned with the charity's goals to increase/improve outreach to and engagement with legacy supporters and raise legacy income around agreed goals. • Provide excellent stewardship to all supporters who engage with legacies, working with stakeholders to ensure journeys are insight led, respond to audience needs, and are well documented and reported upon. • Establish key performance indicators (KPIs) to measure the success of legacy giving initiatives and regularly report on progress to senior leadership and key stakeholders. Use data and analytics to inform decision-making and continuously improve strategies for maximising legacy support. • Work with internal and external stakeholders to ensure the end-to-end process for the delivering the legacies plan is designed and documented. This includes solving problems in circumstances where there is minimal guidance available from established practices and precedents within the organisation. • Work closely with the Head of Relationship Fundraising and other fundraising colleagues to ensure that all fundraising activities are well-coordinated and contribute towards the overall fundraising strategy. • Identify opportunities for growth that foster organisational projects which impact on and improve the Legacy programme. • Develop and execute marketing and promotional campaigns to raise awareness of legacy giving opportunities within the organisation. Utilise various communication channels, including digital platforms, events, and printed 	

<p>materials, to effectively promote the importance of legacy giving and its impact on the organisation's mission.</p>
<ul style="list-style-type: none">• Monitor and analyse legacy performance metrics, providing insights and recommendations to optimise programme initiatives.
<ul style="list-style-type: none">• Collaborate closely with the senior leadership team to develop and implement strategies for maximising legacies and planned giving opportunities. Advocate for the importance of legacy giving within the organisation's overall mission and goals.
<ul style="list-style-type: none">• Design and deliver training programmes to upskill senior leaders on legacy giving best practices, communication strategies, and the importance of fostering relationships with legacy donors. Provide ongoing support and guidance to ensure senior leaders are equipped to effectively engage with donors.
<ul style="list-style-type: none">• Manage relationships with external agencies, suppliers, and partners to execute legacy programming effectively and efficiently.
<ul style="list-style-type: none">• Work closely with internal compliance and legal teams to ensure legacy fundraising activities are in compliance with key legal and statutory requirements including data protection and charity regulatory bodies.
<ul style="list-style-type: none">• Take responsibility for and lead the planning and implementation of relationship development of Spurgeons Scholars and Fegans Old Boys.
<ul style="list-style-type: none">• Ensure integration of Spurgeons Scholars and Fegans Old Boys records onto Spurgeons cloud-based platform.
<ul style="list-style-type: none">• Stay updated on industry trends, best practices, and emerging technologies to continually enhance and refine Spurgeons approach to legacy programming.

<p>What you will have achieved by month 3</p>	<ul style="list-style-type: none"> • Induction completed including Spurgeons SLS training and Commissioners' required training. • By month three you will have a developed a comprehensive legacy plan for the financial year ending March 2025.
<p>What you will have achieved by month 6</p>	<ul style="list-style-type: none"> • Completed probationary review. • You will be requiring less supervision and be pro-active in finding effective solutions to do your job, yet still checking in with your line manager. You will have begun to implement the legacy plan and have met/engaged with at least 30 legacy supporters.
<p>What you will have achieved by month 12</p>	<ul style="list-style-type: none"> • You will be able to demonstrate significant improvement in legacies income as evidenced by strong/consistent engagement with legacy supporters, partners and wider audiences.

Type	Description	Essential/ Desirable
Qualification(s)	<ul style="list-style-type: none"> Bachelor's degree in Communications, fundraising, or a related field. 	D
Professional Registration	<ul style="list-style-type: none"> Professional fundraising membership 	D
Experience	<ul style="list-style-type: none"> Proven track record (minimum 5 years experience) in high-value fundraising and legacy giving. Demonstrated success in developing and maintaining relationships with legacy supporters. Exceptional written and verbal communication skills with the ability to tailor messaging to audiences. Strong team management capabilities, fostering a collaborative and innovative work environment. Proficiency in tailoring engagement tools to the preferences of legacy supporters, including letters, emails, phone and social media etc. Passion for advocating children's rights and a deep understanding of issues affecting children and families. Working knowledge of General Data Protection Regulation (GDPR) as it pertains to Spurgeons legacy supporters. 	E E E E E E
Skills	<ul style="list-style-type: none"> Excellent collaboration and interpersonal skills, the ability to work with a broad range of stakeholders and be able to engage across a complex organisation. Copywriting and proof-reading skills with excellent attention to detail. Proficient IT skills in Microsoft packages including Microsoft 365. Proficient organisational and time management skills and comfortable working to tight deadlines. Excellent interpersonal and communication skills, including collaboration and team working. Effective persuading, communicating and influencing skills to gain commitment, confidence and compliance. Strong project and campaign management skills, including creative thinking and problem-solving abilities 	E E E E E E E
Knowledge	<ul style="list-style-type: none"> An up-to-date understanding, and working knowledge of fundraising and legacy strategies and tools. Exceptional networking, negotiation, and relationship-building skills. Ability to create compelling legacy proposals / engagement materials. 	E E E D

	<ul style="list-style-type: none"> • Knowledge of children, young people and / or social care sectors, Child protection and safeguarding issues, including Safeguarding and Child Protection policies, procedures and systems 	
Additional Requirements	<ul style="list-style-type: none"> • A genuine interest in and commitment to Spurgeons' work, as a Christian children's charity, and the ability to identify with and reflect our charitable values of compassion, inclusion and hope. • Successful execution of this role requires the post-holder to have a full UK Driving License in order to enable and more easily facilitate regular regional and national travel. • A flexible approach to working hours is required due to possible travel in support of colleagues and service users. This includes occasional weekend and evening work. • Willingness to travel to travel to Spurgeons Rushden office on an ongoing basis. 	<p>E</p> <p>D</p> <p>E</p>
Personal Qualities	<ul style="list-style-type: none"> • Approachable • Articulate • Confident • Conscientious • Continuous learner • Creative • Detail orientated • Diplomatic • Good listener • Information seeker • Independent • Persuasive • Proactive • Self-motivated 	<p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p> <p>D</p>

What We Expect From You

Our Values:

Everything we do is driven by our values which define who we are and how we work together to support children, young people and families. Our values are at the core of everything we do.



Our Behaviours:

We have certain expectations of your interactions with our colleagues, our partners, children and the general public. We would expect that you exhibit these behaviours as an employee of Spurgeons.

- Put children and young people first in everything we do
- Respect and value every individual
- Listen to understand without judging
- Be open and honest with kindness
- Persevere to be our absolute best and do what we say we will do
- Bring out the best in each other as we work together for the right result

Safer Recruitment & Employment Policy:

As part of Spurgeons Safer Recruitment & Employment Policy, any appointment to this role will be subject to the completion of a DBS application and obtaining satisfactory references.

Equal Opportunities for All:

We actively encourage applications from a broad and deep range of backgrounds and experiences. We are a Disability Confident Employer.

