



JOB DESCRIPTION

Job Title:	Legacy and In-Memory Fundraiser
Responsible to:	Major Gifts Manager
Salary Band:	SP21-24 (13.13ph) £25,603.50 Pro Rata
Hours:	30 hours
Contract Type:	Permanent
Main work base:	Income Generation Offices, Daniels Lane, St Austell, PL25 3HS, including the possibility for some limited home working days if desired

Job Role:

We are recruiting for a hard-working, talented and highly organised team player for our newly created role of our Legacy and In-Memory Fundraiser. This role will support our charity's legacy strategy through the development and day-to-day management of Cornwall Hospice Care's legacy and in-memory giving, leading on the creation and delivery of pioneering legacy events and products, carefully stewarding supporters, and securing legacy pledgers.

Previous experience in the charity sector is not essential but useful. Previous experience working in a public facing role is essential. You will need to be a good and empathetic communicator, confident to pick up the phone and call supporters and write engaging copy. You need excellent IT skills, and previous experience of a CRM package and Wordpress would be an advantage.

This role will be based at our fundraising office in St Austell with the possibility for some limited home working. You need to have an expectation to attend the charity's events as well as the delivery of your own.

This role can be flexible to work around school hours but bear in mind it will require infrequent out of hours commitments.

Duties and responsibilities:

1. To recruit, develop and maintain relationships with supporters and the public for legacy prospecting for Cornwall Hospice Care (CHC), stewarding them to be as successful and as lucrative as possible for the charity.
2. To increase and maintain legacy messaging to our charity and specifically for within our Hospices. This includes an additional purpose of the CHC Memory Tree, internal briefings, interviews and support story production.
3. To deliver legacy specific direct mail products to solicit both new and reconfirmation of legacy pledges, working collaboratively with the Individual Giving Manger.
4. To develop, redesign and implement a refreshed annual Free Will product, offering both digital and physical opportunities, seeking to make new connections with both local and national Solicitors and Will Writers.
5. To develop and implement series of annual Legacy Prospecting events, engaging the Executive Management Team and external third-party support.
6. To undertake regular stewardship calls to prospects, to lock in their future support.
7. To own and develop the legacy promotional content on the Cornwall Hospice Care Website, to keep it current and accurate at all times.
8. To support the Fundraising Department in escalating supporters along the CHC donor journeys, to include cross product selling and stewardship. Inclusive of this is the handling of specific legacy activities.

9. In conjunction with the Major Gifts Manager and Head of Fundraising, develop a 'what next' once we have a legacy pledger.
10. To work with the Head of Fundraising and Events and Community Manager to maximise the charity's Light Up A Life event for legacy prospecting. To also, support Cornwall Hospice Care events; to attend on the day to both represent in-memory and legacy giving and/or in general to ensure their smooth delivery.
11. To support the existing in-memory giving activities and review the product offer for long-term remembrance and to own this.
12. Report regularly to the Major Gifts Manager in regard to progress against the Income Generation strategy, departmental financial objectives and role specific financial targets.
13. Maintain effective recording of all activities, pledges and supporters on our Raiser's Edge database and to ensure all FR communications are sent out promptly in conjunction with the Supporter Care team.

Additional Information

14. A degree of flexible working hours is needed for this role and the post-holder will be expected to manage their own digital diary to ensure attendance at events/engagements, which will cover infrequent evenings and weekends. Time off in lieu (TOIL) will be granted where the workload exceeds the normal contractual hours.
15. This role will be managed with one-to-one meetings with the Line Manager, wider Fundraiser Team Meetings, and an annual appraisal.
16. The post-holder will be expected to conform to CHC brand guidelines and adhere to CHC Health & Safety policies; philosophy and ethos at all times
17. The post-holder will be required to travel throughout Cornwall and, occasionally outside of the County, for which, if a pool car is unavailable, a mileage allowance or travel expenses will be paid in accordance with Company policy. Post-holders must therefore be a car owner/driver.

18. Attendance at various training events and meetings which may fall outside of the County.

GENERAL RESPONSIBILITIES

This job description is not exhaustive and may be amended as necessary. Other duties within the general level and scope of the post may be required.

Maintain confidentiality of all CHC information including that concerning patients and their relatives within the hospices.

Maintain awareness of and compliance with the CHC policies and procedures as detailed in the Staff Handbook and CHC Health and Safety Policy and procedures – reporting any maintenance or safety issues immediately to the appropriate manager.