#

# Job Description

## General Information

**Job Title**: Legacy and In Memory Officer

**Team**: Legacy and In Memory

**Department:** Fundraising and Marketing

**Job Location:** Office-based, with potential for hybrid-working

**Reports to:** Legacy and In Memory Marketing Manager

**Level of Disclosure Check Required and Related Workforce:** Basic

**Our New Team Member**

Would you like to join our caring and ambitious team, using your strong communication and organisational skills to provide an excellent supporter journey, underpinned by positivity and empathy?

## Overall Purpose

Macular disease is the biggest cause of sight loss in the UK, with around 300 people diagnosed every day. The Macular Society is the only charity determined to beat the fear and isolation of macular disease with world class research, and the best advice and support.

To support people affected by macular disease now, the Macular Society provides a range of support, information and services. Our research programme is focused on finding new treatments and a cure to Beat Macular Disease forever.

**Role Overview**

The Legacy and In Memory Officer, alongside their fellow Officer team member, is responsible for delivering excellent donor care and stewardship of Legacy and In Memory supporters, as well as inspiring others to consider supporting the Macular Society in a way that suits them.

Your team is ambitious, curious and actively seeking ways to continue growing income from legacies and in memory donations, using a range of channels.

You will contribute towards this by supporting the development of Legacy and In Memory campaigns, materials and stewardship, whilst ensuring that all donations and correspondence are recorded accurately, enquiries are fulfilled and donors thanked promptly.

**Team Chart**

Team chart shows role reporting to the Legacy and In Memory Marketing Manager, working alongside an experienced, part-time Legacy and In Memory Officer.

**Our Values**

We will beat macular disease by…



### Making It Happen - we are Ambitious

### Showing We Care - we are Supportive and Caring

### Knowing Our Stuff - we have Integrity and we act Honestly

## About the role

**Marketing:**

* Highlight opportunities to grow legacy and in memory supporter engagement and contribute to the development of new materials and products
* Contribute to the creation and development of robust donor journeys and stewardship for legacy and in memory contacts
* Assist in the development of content for key legacy and in memory communications, identifying potential supporter stories for website, social media and publications
* Support legacy fundraising development by assisting with the legacy section of the website, ensuring it is kept up to date and functions as an inspiring source of information
* Assist in organising and attending legacy and in memory stewardship events and visits as appropriate
* Work closely with the community & events team to identify and maximise opportunities to promote legacy and in memory fundraising
* Help build relationships with staff and volunteers to ensure they understand the importance of legacy and in memory giving to the charity and motivate them to promote both with confidence

**Administration**

* Act as a first point of contact for Legacy and In Memory contacts, responding by post, phone and email as appropriate and maintaining an excellent level of donor care
* Promptly fulfil enquiries and requests generated by legacy appeals, website leads and publications
* Take responsibility for processing and recognising postal, telephone and online in memory donations and for ensuring in memory donations from third party websites are correctly fulfilled
* Ensure process notes are kept up to date as a reference resource
* Support and provide cover for the Legacy Administration team by processing incoming correspondence and banking during busy times or periods of absence – full training will be provided

**Reporting:**

* Maintain full and accurate records for legacy and in memory contacts within our CRM database (CARE) and be responsible for filing, scanning and database entry of any related documents, with due regard to confidentiality and in line with data protection legislation
* Assist in the analysis of legacy and in memory donor activity, providing reports and recommendations for future approaches

**General:**

* Act as an ambassador for Macular Society and represent the charity at exhibitions, events and special interest groups when required
* Be familiar with and adhere to the relevant Fundraising Codes of Practice, in particular those regarding legacy marketing

All our team members are expected to comply with Macular Society terms and conditions, rules, policies, procedures, codes of conduct, quality standards, authorisation processes, risk management policies and relevant external regulations.

**About you**

1. You will be committed to equality, diversity and inclusion in all aspects of our work.

2. Have an open and collaborative approach to work, helping us to achieve our Knowing our stuff value by working with integrity, making informed decisions to be the best we can be to Beat Macular Disease.

3. Be able to act with empathy, we provide a caring, approachable and supportive environment for all – we Show We Care by listening to each other and working together.

4. Be ambitious in your approach to help Make Things Happen, we are progressive yet supportive, and brave in our actions to make the progress that is needed to Beat Macular Disease.

5. Be happy to work in an organisation that puts those we support first, advocate for the Macular Society at all times, and be comfortable that all members of the team are fundraisers.

**Person Specification**

**Essential knowledge, skills and experience:**

* Excellent communication skills (written and oral) with the ability to demonstrate empathy and compassion whilst remaining professional at all times
* Strong organisational and administrative skills and ability to prioritise effectively
* Experience of maintaining accurate and clear records
* Highly developed attention to detail and time management
* Ability to build strong relationships with colleagues and supporters
* Ability to work effectively both independently and as part of a team
* Have a positive, responsive and helpful manner
* Flexible and adaptable, capable of using initiative, tact and discretion
* Working knowledge of MS Office 365 programmes and supporter databases

**Desirable knowledge, skills and experience:**

* Fundraising, marketing or customer care experience
* Experience of planning and delivering projects to deadlines
* Experience of using digital platforms
* Understanding of the principles of data protection
* In memory, legacy or general fundraising experience
* Ability to analyse data for reporting and evaluation
* Experience of organising events

**Eligibility to work in the UK**

Proof of identity and eligibility to work in the UK is required.

**Volunteering**

From time to time, you may be asked to support / volunteer your time (TOIL available) at Macular Society events that take place outside of normal working hours.

**Safeguarding**

The Macular Society is committed to safeguarding and promoting the welfare of all children, young people and vulnerable adults with whom we work. We expect all employees and volunteers to demonstrate this commitment.

You are required to carry out other such duties as may reasonably be required, relevant to the role.

This job description is accurate as at the date shown below. In consultation with you it is liable to variation by the Macular Society to reflect or anticipate changes in or to the role.

**Annual leave:** 26 days plus bank holidays, rising to 27 after one year’s service (pro rata for part time)

**Based:** Andover office (free parking available), with option to combine this office presence with some homeworking

**Contract Type:** Part-time, 22.5 hours per week, permanent

**Date of evaluation:** January 2025