**THE ROYAL MARSDEN CANCER CHARITY**

**Job description**

**Head of Legacies**



# Job title Head of Legacies

# Salary £55-60k

# Hours of work 37.5 per week

**Benefits** Pension, employee benefits and staff rewards

# Directorate Public Fundraising and Engagement

# Accountable to Associate Director of Public Fundraising and Engagement

**Responsible for** Legacy Marketing and Administration

# Location Hybrid, with a mix of homebased and office working, based at our Chelsea site, with occasional working from Sutton

**Liaises with** Managing Director, Senior Leadership Team, Philanthropy & Partnerships, Individual Giving, Community Fundraising, Marketing and Digital, PR and Comms, the Creative team, Database and Fundraising Operations, Charity Finance, Grants, Hospital colleagues, PALS, suppliers, volunteers and supporters.

1. JOB PURPOSE

The Royal Marsden Cancer Charity (RMCC) raises money solely to support The Royal Marsden, a world-leading cancer centre. Together with the hospital we ensure our nurses, doctors and research teams can provide the very best care and develop life-saving treatments, which are used across the UK and around the world.

This is an opportune time to join The Royal Marsden Cancer Charity as we work with the hospital to open the Oak Cancer Centre and embark on our exciting new Public Fundraising & Engagement strategy. This role presents an exciting opportunity to play a vital part in helping us to realise our ambition and shape the future of Legacies at RMCC.

The Head of Legacies is responsible for driving growth across the Legacy programme, and for leading on the development and delivery of new and existing Legacy products and campaigns in addition to overseeing administration. This includes the delivery of a best-in-class stewardship programme and cross channel marketing and awareness plans designed to increase awareness of Legacy giving and provide opportunities to support.

The is a key role for the Charity, and you will bring your experience to quickly integrate yourself into the team and take responsibility for the development and implementation of a long-term strategic plan that will increase the number and value of legacies left to The Royal Marsden Cancer Charity while also managing the Legacy team.

1. AREAS OF RESPONSIBILITY

* Develop and implement an integrated Legacy Giving strategy to optimise donor awareness, consideration, and action, and appropriately steward legacy prospects to safeguard future income by delivering the best possible supporter experience.
* Review the current programme of Legacy Giving activity, identifying opportunities, and developing strategies to refresh and/or launch new initiatives to support growth.
* Build general internal awareness and engagement and develop strong relationships with key internal and external stakeholders involved with RMCC’s Legacy Giving programme, influencing effectively to secure favourable outcomes for the Charity.
* Review opportunities for collaboration and cross-promotion (including in-hospital) and work with colleagues in the Philanthropy and Partnerships teams and across Public Fundraising and Engagement to develop and implement plans to optimise the opportunities.
* Work collaboratively across Public Fundraising and Engagement to develop supporter centric journeys that optimise income opportunities and ensure every supporter feels valued, appreciated, and informed.
* Ensure the Legacy Giving team delivers on its plans and is efficient and effective by:
* Leading Legacy Giving’s annual planning and budgeting process
* Overseeing the administration of legacies receivable and ensuring issues arising are appropriately managed and resolved
* Providing regular progress reports against objectives, KPIs and milestones
* Reporting against income and expenditure budgets and reforecasting these regularly throughout the year
* Managing the available expenditure budget across the year to quickly implement any changes in strategy as a result of performance.
* Ensure all programmes and activities are driven by insight and optimised.
* Lead, manage and develop a high performing team, ensuring opportunities for learning and development are optimised, promoting a culture that champions RMCC’s ways of working.
* As Head of a team, play an active role in the leadership and operational management of the Charity, working collaboratively with the other Heads to achieve shared goals and aims.
* Ensure effective oversight and governance of all Legacy Giving activities, enabling and encouraging best practice. This includes compliance with all relevant legislation and regulation, particularly in relation to changes in Fundraising Code of Practice and the handling of personal data.
* Manage long term relationships with key legacy supporters, to ensure that all opportunities to develop the relationship are optimised and provide personal stewardship to all pledgers and families of legacy supporters.
* Undertake any other duties that are commensurate with the grading of the post as requested by the Line Manager

1. Confidentiality and Data Protection

3.1 All employees of The Royal Marsden Cancer Charity must not, without prior permission, disclose any information regarding patients or staff (please also see the Charity’s policy on Whistleblowing). In instances where it is known that a member of staff has communicated information to unauthorised persons, those staff will be liable to dismissal.

3.2 All employees should comply with the Data Protection Act and the General Data Protection Regulation (GDPR) which came into effect from May 2018 and set out requirements for how organisations need to handle personal data.

1. Health and Safety

4.1 All staff are required to make positive efforts to maintain their own personal safety and that of others by taking reasonable care, carrying out requirements of the law whilst following recognised codes of practice and the charities policies on health and safety.

1. Customer Service Excellence

5.1 All staff are required to support the Charity’s commitment to developing and delivering excellent customer-focused service by treating patients, their families, donors, supporters, volunteers and staff with professionalism, respect and dignity.

1. Equality and Diversity Policy

6.1 The Royal Marsden Cancer Charity is committed to eliminating all forms of discrimination on the grounds of age, disability, gender reassignment, marriage / civil partnership, pregnancy / maternity, race, religion or belief, sex and sexual orientation.

1. No Smoking Policy

7.1 There is a no smoking policy at The Royal Marsden Cancer Charity.

1. Review of this Job description
   1. This job description is intended as an outline of the general areas of activity. It will be amended in the light of the changing needs of the organisation.
2. PERSONAL SPECIFICATION

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| **Candidates must be able to demonstrate** | **Essential or Desirable** | **Assessed by** |
| **Experience** |  |  |
| Demonstrable success in legacy fundraising and strategy development | Essential | Application/ Interview |
| Experience of leading and developing legacy marketing programmes | Essential | Application/ Interview |
| Highly proactive and self-sufficient, flexible and adaptable | Essential | Application/ Interview |
| Excellent interpersonal and communication skills, evidenced by successful relationships with legacy pledgers and colleagues at all levels | Essential | Application/ Interview |
| Sound understanding, knowledge and demonstrable experience of legacy administration within a charity legacy office | Essential | Application/ Interview |
| Strong sense of quality, ensuring that supporter experience is given high priority and documents are produced to a high standard | Essential | Application/ Interview |
| Able to provide and receive highly complex, sensitive and confidential information | Essential | Application/ Interview |
| Experience of managing a high performing team | Essential | Application/ Interview |
| Excellent organisational skills and attention to detail | Essential | Application/ Interview |
| Highly numerate; able to understand and interpret budgets and financial reports | Essential | Application/ Interview |
| Able to respond sensitively and appropriately to emotional circumstances, including distressed/bereaved donors | Essential | Application/ Interview |
| Membership of / Certificate ILM (Institute of Legacy Management) | Desirable | Application/ Interview |
| An interest in cancer and health issues, with an understanding of NHS practices and procedures | Desirable | Application/ Interview |
| Experience of using Raiser’s Edge (Fundraising) and First Class (Legacy Administration) systems | Desirable | Application/ Interview |

The above attributes have been identified by management to be necessary for this post, and will be used when short listing applicants for interview.