



JOB TITLE:	Legacy Marketing Manager
DEPARTMENT:	Fundraising
HOURS:	Full Time, 37.5 hours per week (Monday – Friday)
LENGTH OF CONTRACT:	Permanent
LOCATION:	London – Hybrid (Minimum of 2 days in the office per week)
REPORTS TO (JOB TITLE):	Donor Development and Legacies Lead (DDLL)
SALARY:	Salary: £51,577.05 per annum Internal salary grade: 16.1
BENEFITS:	<p>28 day's annual holiday entitlement (pro rata for part time staff) plus Public/ Bank Holidays.</p> <p>MSF UK currently provides an employer pension contribution of 10% of salary after 3 months continuous employment.</p> <p>Access to independent, free and confidential 24/7 advice on a range of issues, including personal relationships, mental health, bereavement, finances, childcare or work-related issues.</p> <p>Cycle Scheme or Bike Loans available.</p> <p>Group Life insurance currently set at a minimum of 4x basic salary.</p>

OVERVIEW OF DEPARTMENT

MÉDECINS SANS FRONTIÈRES/ DOCTORS WITHOUT BORDERS (MSF)

Médecins Sans Frontières/ Doctors Without Borders (MSF) provides life-saving emergency relief and longer-term medical care to some of the most vulnerable and excluded communities around the world. As an independent medical humanitarian organisation, we deliver care based only on need, regardless of ethnic origin, gender, religion or political affiliation.

MSF relies on donations from private individuals and organisations for the majority of its income. This private funding gives MSF the freedom to respond where needs are greatest and to speak out publicly, free from any political interference.

MSF has around 40,000 local and international staff working in over 70 countries, in some of the most challenging places in the world. Our medical humanitarian projects are supported by teams in 32 countries, including the UK, spread across Europe, North and South America, Asia, Africa and Australasia.

At MSF UK, we support MSF's operations by building relationships with our supporters, increasing awareness of our work, raising funds, providing specialist medical expertise, catalysing change on medical humanitarian issues, and recruiting field staff. MSF UK personnel are dynamic, hard-working, enthusiastic and committed to MSF's values and aims.

JOB PURPOSE

The Legacy Marketing Manager will lead the marketing strategy and implementation for MSF's new legacy donors, and to retain those who have already pledged.

To work alongside the Donor Development and Legacies Lead (DDLL) to deliver MSF's Legacy Marketing Programme, to acquire new Legacy donors to the organisation, and retain those who have already pledged.

Deliver the development and delivery of marketing activity across multiple traditional and digital channels (including digital, radio, DM, Events) from inception to evaluation, as well as testing new channels.

Work closely with internal stakeholder and external partners to develop campaigns.

DIMENSIONS

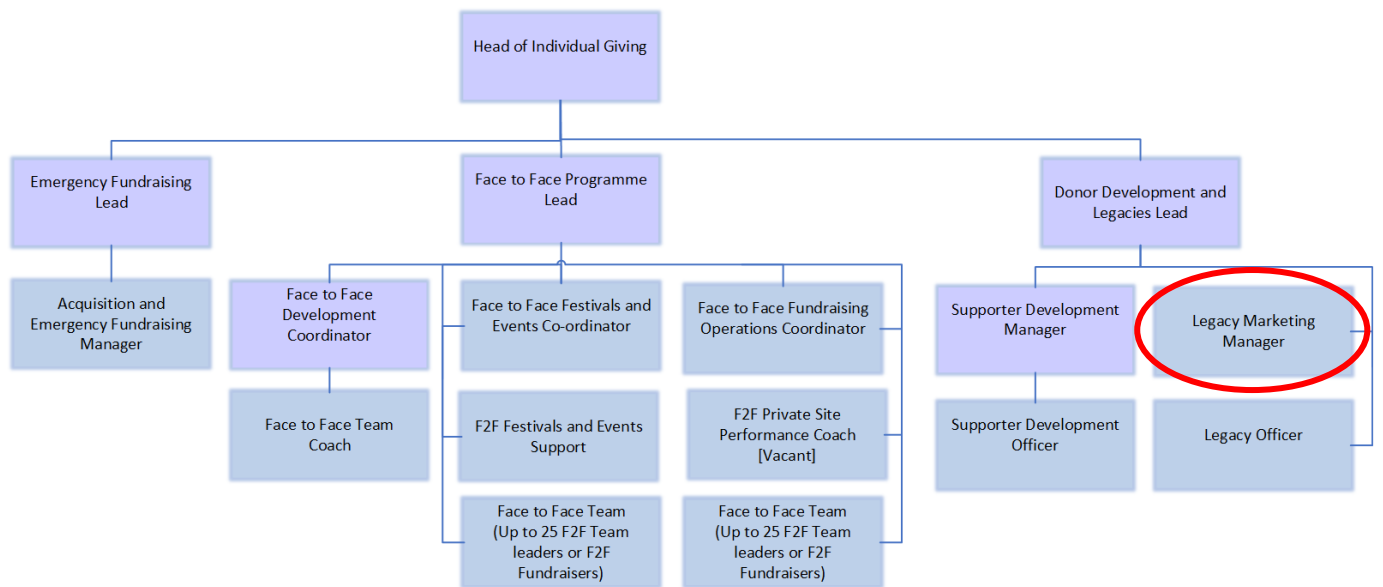
Legacy income has been identified as an area of Growth for the Organisation, and 2 x new staff are being recruited into the team this year. This role, and a Legacy Officer role, is accountable to the DDLL who works with a delegated annual budget of £900,000 to deliver the Legacy Marketing Strategy. The Legacy Marketing Manager will support the DDLL with accurate and timely financial tracking and reporting, helping to ensure the Legacy Marketing program is delivered within the agreed budget and is achieving target ROIs.

This role has direct contact with several internal teams and external partners. Collaboration with the MSF's digital, communications and fundraising operations teams are critical to the success of the program.

The Legacy Marketing Manager will also work in partnership with MSF's media and creative agencies on production and delivery of activity.

This role manages the Legacy Officer.

ORGANISATIONAL STRUCTURE



CONTEXT

The Fundraising Department raises private income for MSF field operations globally, and to cover MSF's administration costs in the UK. The Fundraising Department contains the Philanthropy, Individual Giving and Fundraising Operations teams and in 2023 a team of around 35 people delivered income of £85 million. Legacy giving raised c.£22 million in 2024.

The Individual Giving Team is headed by the Head of Individual Giving. This team is responsible for recruiting and developing our support from private individuals, raising around 80% of MSF UK's total income in 2023.

The Individual Giving Team actively raises funds from the public, recruiting and maintaining this support through direct marketing campaigns, created in partnership with professional agencies. The Individual Giving Team works very closely with the Communications and Digital teams.

Our goal is to build loyalty by bringing supporters closer to the people that MSF assists, and the medical action that private donations make possible. MSF UK prides itself on the accessibility of the Fundraising team to our supporters and the provision of excellent supporter care; this is central to the philosophy of the team.

This role works closely with all teams in fundraising and communications. It is especially important this role forms great working relationships with the digital, communications and fundraising operations teams to ensure activity is integrated and consistent, content and messaging are developed in line with MSF's brand and communication strategies, systems are used effectively, and processes adhered to.

ACCOUNTABILITIES

1. With the support of the DDLL, project manage Legacy acquisition campaigns and activity across multiple traditional and digital channels including printed media, radio and events.

2. Manage insight gathering, analysis and reporting of all acquisition activity.

KEY PERFORMANCE INDICATORS

1. Deliver the production of cash and regular giving campaigns and activity, from brief, concepts, design, and production through to delivery.

Work in partnership with MSF's media agency to deliver agreed media plans. Monitor income, return on investment, response rate and attrition. Timely sharing of results with key stakeholders.

Maintain excellent working relationships with MSF UK's communications team and external creative agencies to source and produce engaging and compelling content and messaging. Provide motivation and inspiration to external agencies. Ensure campaigns are of high quality, within budget, adhere to the brief and have maximum impact.

Develop and maintain required documentation, including the production of clear and comprehensive briefs for internal teams and external agencies. Ensure adherence to the agreed brief throughout campaign duration.

Actively contribute to team and taskforce meetings for integrated campaigns. Opportunity to lead smaller working groups.

Ensure Fundraising campaigns comply with UK and EU law, Fundraising Standards Board guidelines, Institute of Fundraising Codes of Practice, Clearcast regulation of TV advertising, and Charity Commission guidance.

2. Monitor the day-to-day expenditure for acquisition activity, ensuring financial processes are followed. Providing accurate and timely expenditure reporting to ensure the programme is delivered within agreed budget.

<p>3. Scope out new ways / channels to acquire Legacy Donors.</p> <p>4. Deputise for the DDLL as required. Assist with any other ad hoc duties required as and when the business may require them.</p>	<p>3. Manage and review the performance of existing campaigns and make recommendations for branching out / testing new areas of work.</p>
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CHALLENGE & CREATIVITY / DECISION-MAKING

The job holder will need to be flexible and good at influencing other stakeholders as MSF is fast changing both internally and responding to external conditions, we are fast paced and innovative fundraising and communications teams.

Changing contexts within our work means the role holder needs to be adaptable and able to guide agencies to produce the best possible campaigns for MSF.

Creativity is key in this role, and being able to feedback to agencies on creative is critical. Content must be compelling and encourage donations while staying true to brand.

This role manages a great deal of risk and responsibility in the delivery of supporter communications which bring in a large portion of income and recruit new Legacy donors that are essential for our fundraising success.

KNOWLEDGE, SKILLS & EXPERIENCE

- Significant experience working in the UK charity marketing sector, in a fundraising capacity, and/or marketing with responsibility for customer relationship management.
- Experience of Marketing to a Legacy / Gift in Wills audience and/or donor base.
- Solid experience managing marketing activity from concept, planning, design, print, production and postage.
- Excellent project management skills and proven track record of running projects across teams.
- Proven planning skills with ability to carry out different tasks simultaneously and prioritise time and resources accordingly.
- Creative, innovative and analytical skills with an ability to think laterally in order to identify and respond quickly to new opportunities.
- Proven people leadership with experience of managing people.

- Good interpersonal and negotiating skills with an ability to build relationships with supporters and external suppliers.
- Excellent and engaging written and oral communication skills.
- Accuracy combined with attention to detail.
- Proven ability to work independently within a team environment.
- Good level of analytical and written skills, and technical skills.
- Fluency in written and spoken English.
- Ability to travel domestically and internationally including to MSF field projects.

COMPETENCIES

Respect:

- a. Invites team members and colleagues from other departments to provide input on topics of discussion and considers their contribution and experience.
- b. Participates in and involves the team in the discussion and decision-making process that may affect all team members before the final decision is made.
- c. Values colleagues as human beings, demonstrated through equal respect for staff and beneficiaries.

Integrity:

- a. Acts by example, modelling the behaviour expected from team members.
- b. Seeks out and offers each team member an equal opportunity and tools to succeed.
- c. Works to achieve cohesion and a spirit of cooperation in the team.

Humanity:

- a. Strives to learn and get to know more about each team member in order to better understand their needs, potential and ascertain ways to better support and work with them.
- b. Shows interest and empathy through active listening. Is approachable: listens actively, observes and acknowledges what they hear.
- c. Removes obstacles that may hinder potential improvements and ways of working in the team, i.e. need to expand and try new things.

Accountability:

- a. Admits mistakes, misjudgements or errors and immediately informs others when unable to meet a commitment and seeks support to do this if needed.
- b. Strives for efficiency in every aspect of their work.
- c. Demonstrates willingness, ability and readiness to change attitudes and behaviours to achieve agreed outcomes and works with team members to ensure these are reached.

Empowerment:

- a. Instils acceptance and optimism in the team.
- b. Allows time and space for people to open up, take appropriate risks, leading to a sharing of knowledge and open communication.
- c. Ensures that team and individual objectives are well-defined, shared and acknowledged by the organisation.

Collaboration: Collaboration is at the centre of all we do.

HOW TO APPLY

Please apply on our website by submitting a copy of your **CV** together with a **letter of motivation (please upload as one document)** by the closing date.

Incomplete applications will not be considered.

Application checklist

Please check that you have included the following in your application:

- An up-to-date CV
- Letter of Motivation, which is a supporting statement demonstrating how you meet the key requirements of the role

Recruitment timetable:

- **Closing date for applications: Tuesday 8th April 2025 at 23:59 (BST)**
- **Interviews: Thursday 24th April 2025**

Please note, as part of the interview process there will be a task to complete.

ADDITIONAL INFORMATION

Accessibility

We are committed to removing barriers for people with specific accessibility needs. If you need an adjustment to the recruitment process to be considered for the role, please let us know by contacting recruitment.UK@london.msf.org

Examples of adjustments we can make:

- offering you an alternative if you are unable to use our online application system
- providing necessary information, such as the job description or assessment materials, in an alternate format

- allowing you to have someone with you during an interview for example, a Sign Language interpreter.

Diversity, Equity and Inclusion

We are a welcoming, diverse, and inclusive organisation. MSF UK thrives when everyone feels comfortable bringing their best self to work. We celebrate difference, whilst striving to create an environment where colleagues feel respected and valued for their unique potential. We are committed to our values on equity, diversity, and inclusion. Please read our [Equality & Diversity policy](#) for more information.

MSF UK is an equal opportunities employer. We are committed to diversity and creating an inclusive environment for all employees. We encourage applications from all sections of our diverse community.

Safeguarding

MSF UK/IE is dedicated to safeguarding everyone who comes into contact with the organisation, for whatever reason and however brief. All posts are subject to safer recruitment process which include robust reference requests, scrutiny of employment history and where applicable criminal record and barring checks.

Our safeguarding commitment is underpinned by policies and procedures which encourage and promote safe working practice across the organisation. On joining MSF UK/IE you will be required to attend safeguarding training to ensure responsibility for and maintaining safe working practice and to safeguard our teams, beneficiaries, and communities.

Right to work in the UK

Candidates must have the right to work in the UK. Please [click here](#) to check whether you have the right to work in the UK. If you would like to discuss your right to work status further, please contact Recruitment.UK@london.msf.org.

For questions, issues or further information, please contact Recruitment.UK@london.msf.org.

We look forward to receiving your application!