

Senior Legacy Marketing Manager – Maternity Cover

Fundraising Directorate | Reports to: Head of Public Fundraising

About the Team and the Role

- A leadership and management role reporting to the Head of Public Fundraising, responsible for developing and delivering Mencap's strategy across Gifts in Wills, In Memory fundraising and our distinctive Wills & Trusts information service.
- Our new strategy, Mencap 2030, commits significant investment to this area. You will lead the team to deliver ambitious growth across the portfolio, using insight, innovation, creativity and effective investment to increase income and supporter engagement.
- You will lead a team of six, including three direct reports, combining strategic leadership with effective operational management. You will set clear direction, support the development of your team and ensure activity remains on track against agreed objectives, budgets and KPIs.
- You will lead the Legacy Marketing team to deliver effective supporter acquisition and stewardship activity across Gifts in Wills and In Memory fundraising.
- You will also lead the Wills & Trusts team, supporting them to provide an outstanding experience for people using the service and to develop an accessible, responsive and sector-leading offer, whilst continuing to grow engagement.
- Working closely with colleagues across Fundraising and the wider organisation, you will increase awareness, understanding and engagement across the portfolio. You

will also build strong strategic relationships with Mencap Trust Company, agency partners, suppliers and other external stakeholders.
- Your leadership will play an important role in growing long-term and significant support for Mencap, in turn helping people with a learning disability live their lives to the full.

Strategy and growth

- Develop and lead the implementation of an ambitious strategy for Gifts in Wills, In Memory fundraising and the Wills & Trusts information service, aligned with Mencap 2030 and the wider Public Fundraising strategy.
- With support from the Head of Public Fundraising, lead the development and implementation of a five-year investment plan across Gifts in Wills, In Memory fundraising and Wills & Trusts, delivering sustainable growth in line with Mencap 2030 Goal 5: a strong, well-run organisation.
- Translate strategy into clear annual delivery plans, objectives and KPIs, regularly reviewing performance and adapting plans to keep delivery on track.
- Use audience insight, sector knowledge and performance data to identify opportunities to grow and improve Mencap's Legacy and In Memory fundraising programmes.
- Develop the In Memory fundraising programme, including compelling fundraising products and appropriate supporter journeys.

Team leadership and development

- Lead, manage and develop a team of six, including three direct reports, setting clear objectives, strategic direction and performance expectations aligned with agreed KPIs.
- Create an inclusive and supportive team culture in which people understand their contribution, are accountable for delivery and are empowered to perform at their best.
- Coach and support team members, co-creating development plans that encourage continuous professional development and build the skills and capability required for future success.
- Provide effective leadership across the Legacy Marketing and Wills & Trusts teams, ensuring priorities, resources and workloads are managed appropriately.

Programme delivery and supporter experience

- Lead the Legacy Marketing team to plan and deliver an effective programme of Gifts in Wills and In Memory acquisition, engagement and stewardship activity.
- Oversee the development and delivery of effective integrated campaigns, events and webinars that inspire people to support Mencap through a gift in their Will, In Memory giving, or to set up a Trust for their loved one with a learning disability.
- Ensure activity is informed by audience insight, testing and evaluation, with learning used to strengthen future performance and supporter experience.
- Lead the continued development of the Wills & Trusts information service, working closely with the Wills & Trusts Manager to provide an outstanding and accessible experience for people using the service.
- Ensure supporter and service-user communications are clear, sensitive, inclusive and appropriate to the needs of people with a learning disability and their families.

Financial, operational and performance management

- Set and manage annual budgets across the portfolio, regularly monitoring income and expenditure, reforecasting as required and ensuring activity delivers against agreed financial and non-financial targets, adjusting plans with agility as needed.
- Deliver clear forecasts, KPI performance reports, monthly financial commentaries and recommendations, using data and insight to support effective decision-making and communicate progress to the Head of Public Fundraising and other senior stakeholders.
- Manage agency, supplier and partner relationships effectively, ensuring clear expectations, strong performance and value for money.
- Introduce and maintain effective processes, systems and ways of working that improve team efficiency, data quality and accountability.
- Ensure accurate and consistent use of Salesforce and other relevant systems to support activity planning, supporter stewardship, performance analysis and reporting.
- Identify and manage risks across the portfolio, escalating significant issues and recommending practical solutions where required.

Relationships, influence and organisational contribution

- Own the strategic relationship with Mencap Trust Company, ensuring that strategies, shared goals and plans are aligned and that opportunities for collaboration are identified and developed.
- Build and maintain effective relationships with senior internal stakeholders, external agencies, professional advisers, suppliers and sector partners.
- Lead activity to strengthen internal awareness and understanding of Gifts in Wills, In Memory fundraising and, in particular, the Wills & Trusts information service, with a particular focus on teams that currently play, or could potentially play, a strategic role in supporting or referring people to the service.
- Work collaboratively with colleagues across Fundraising, Communications, Brand, Digital, Data and CRM, and other directorates to strengthen delivery and identify opportunities to grow support and engagement.
- Participate in relevant cross-organisational groups and projects, helping to embed Mencap's fundraising strategy and strengthen the culture of fundraising across the organisation.
- Represent Mencap externally where appropriate, maintaining awareness of developments, innovation and good practice across the Legacy, In Memory and Wills & Trusts sectors.

What you will bring to the role (Essentials)

- Significant experience of Legacy Marketing, including Gifts in Wills acquisition and stewardship, with a strong understanding of the opportunities, audiences and challenges affecting the sector.
- Experience of developing and delivering successful fundraising or marketing strategies that achieve measurable growth in income, engagement or supporter/customer participation.
- Strong experience of leading, managing and developing people, including setting clear objectives, managing performance and creating an inclusive environment in which colleagues can succeed.
- Experience of developing and delivering integrated supporter acquisition and stewardship campaigns across a range of channels, including digital, direct mail, email and telephone.

- Strong financial management skills, with experience of setting and managing budgets, developing forecasts, monitoring performance and making informed investment decisions and recommendations.
- Experience of managing complex projects, campaigns, external agencies and supplier relationships, ensuring delivery against agreed objectives, timescales and budgets.
- Strong analytical and problem-solving skills, with the ability to interpret performance information, audience insight and financial data, translating these into clear decisions and actions.
- Excellent relationship-management and influencing skills, with the confidence to work effectively with senior stakeholders, colleagues, external partners and professional advisers.
- Excellent written and verbal communication skills, with the ability to make complex or sensitive information clear, accessible and engaging for different audiences.
- The ability to balance strategic leadership with effective day-to-day management, prioritising competing demands and maintaining momentum across multiple areas of work.
- A strong understanding of relevant fundraising regulation, data protection requirements and best practice, with the ability to ensure activity is delivered responsibly and in the best interests of supporters.
- Commitment to Mencap's values, inclusive working and to involving and reflecting the experiences of people with a learning disability in the development and delivery of Mencap's work.

Please note: This job description is not intended to be exhaustive. Duties and responsibilities may evolve over time to reflect the needs of the organisation and the role.



“This isn’t just a job - it’s a chance to help change the lives of people with a learning disability and their families. If you’re passionate about making a difference, join Mencap in building a more inclusive future.”

Mencap and our Commitment to Safeguarding

Mencap is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults, and expects all staff and volunteers to share this commitment.

Successful applicants will be subject to appropriate pre-employment checks, including references and, where applicable, an enhanced Disclosure and Barring Service (DBS) check.