

# Role Profile: Legacy Marketing Officer



## About you

A fundraiser who wants to join a growing team that is passionate about making the UK the best place to live for people with a learning disability.

## What you will do

- Support on cross channel acquisition campaigns to increase quality leads and donations across Gifts in Wills, In Memory and our Wills and Trusts service from warm and cold audiences and our free Will services.
- Act as the point of contact for enquiries from supporters and work with Supporter Care to provide personalised stewardship.
- Develop and monitor Mencap's In Memory processes and stewardship.
- Provide general administration support across the team including taking ownership of integral key processes on our supporter database.
- Manage and own relationships with key external and internal stakeholders and suppliers

## What you will bring

- Enthusiasm to learn about this area of fundraising
- Ability to manage multiple projects and priorities while meeting deadlines
- Meticulous attention to detail and willing to get involved in a variety of projects
- Excellent analytical skills

## Your experience

- Ability to work in a team on joint projects
- Confidence communicating with supporters and internal stakeholders
- Some experience in project management
- Experience juggling multiple priorities

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## About the Role

### **Hours:**

37.5 Monday-Friday

At least one day a week in our London Office

## **Key Responsibilities**

- Provide general administration support across the team including taking ownership of integral key processes on our supporter database such as record updates and thanking.
- Support the Legacy Marketing Manager and Legacy Marketing Senior Officer on managing and delivering a range of campaigns aimed at acquiring new legacy supporters into our pipeline including digital, telemarketing and direct mail.
- Responsibility for overseeing and creating journeys and stewardship both offline and online for pledgers and in memory supporters.
- Providing excellent supporter care for anyone who contacts the Team both on email and over the phone.
- Support the integration of messaging across Mencap including being an advocate of gifts in Wills across the organisation.
- Keep up to date with relevant trends, risks and opportunities in the sector.
- Undertake any other reasonable duties as required

# Who you can expect to work with

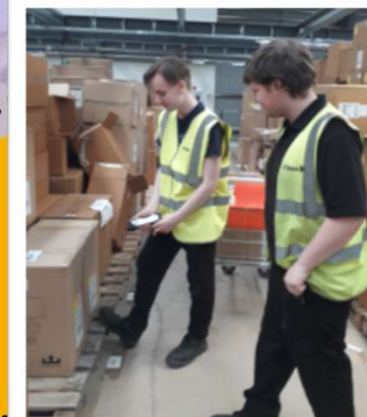
Colleagues  
with a  
learning  
disability

Fundraising  
Teams

Finance,  
L&D, and  
HR Business  
Partners

Data and  
Insight  
Teams

Other teams  
across  
Mencap



## Mencap's values and how they apply to this role

We are  
**Passionate**  
about making  
the world a  
better place

You will have a genuine passion for improving the lives of people with a learning disability.

We are  
**Inclusive**  
of everyone

You will advocate for inclusion, work collaboratively and be a positive role model for others.

We are  
**Brave**  
we challenge  
and try new  
things

You will use your role to write compelling narratives, be innovative, and push boundaries.

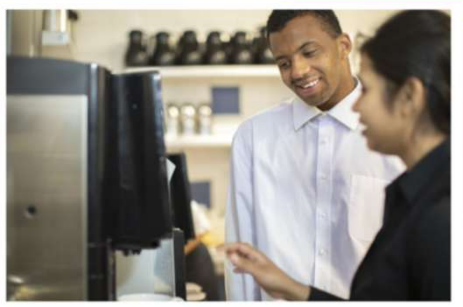
We are  
**Positive**  
in our work  
and with each  
other

You will celebrate successes and share stories about how our supporters are making a difference.

We are  
**Kind**  
to everyone

You will be kind, supportive and encouraging to everyone you interact with.





Join the team and be part of an organisation passionate about making the UK the best place for people with a learning disability to live happy and healthy lives.

## More information about the role

**Job Title:** Legacy Marketing Officer

**Report to:** Legacy Marketing Manager

**Line reports:** N/A

**Department:** Fundraising

**Location:** Centre of Engagement (London) with home working

Flexible approach to home and office working, with a requirement to attend occasional key meetings in-person. Mencap also offers flexible working hours.

## What will Mencap give you

24 days annual leave + all UK Bank Holidays

Amazing benefits + pension

Full support in the role and training opportunities

Flexible working options

## How to apply

Please apply with an up-to-date CV that demonstrates your skills and experiences relevant for this position.

If you require any further information please contact our Recruitment Team on 01733 246699.